



RETAILER CONNECTION

April
2021



\$20
\$2,000,000 Extreme Cash
\$2 million top prize



\$5
Black Pearls
\$100,000 top prize



\$2
20X
\$25,000 top prize



Hop Into Spring With Our New Scratchers

New MO Money Monday Scratchers arrive on April 26. Confirm/activate each pack of new tickets and validate/cash a ticket from each new game by midnight the day after delivery to earn a \$25 bonus.



NEW DRAW GAME LAUNCH AND RETAILER PROMOTION

Cash4Life®, a new Draw Game, launches on April 11. The new game offers drawings seven days a week and gives players the chance to win \$1,000 a day for life or \$1,000 a week for life. Cash4Life playslips can be placed in your Missouri Lottery play center beginning April 11.

MISSOURI LOTTERY
**CASH
4LIFE**
EZMatch

**PLAY TODAY...
WIN FOR LIFE**

Retailers will receive:

- 5% commission on all Cash4Life tickets sold in their location
- 2% cashing incentive on all Cash4Life prizes cashed at your location, up to \$600
- \$1,000 bonus for selling either a top-prize winner or second-prize winners in their store

The fun of launching a new Draw Game continues with retailer promotions! For every \$6 in Cash4Life tickets sold, retailers will receive one entry into a route-based drawing on May 11. Two winners from each route will receive a Lottery gift bag, including two \$25 Amazon gift cards. Winners will be notified the week of May 17.

PHASING OUT LUCKY FOR LIFE

The Cash4Life launch means the phase-out of Lucky for Life®; the game's last day for sales and the last drawing will be on Thursday, April 8.

Remember to remove the current Lucky for Life playslips after April 8.

Remove and Discard
After April 8

OLD

MISSOURI LOTTERY
Lucky for Life
Win up to \$1,000 a Day for Life

MULTI DRAW 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

\$2 A Pick 5 or Quick Pick (QP) 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

LUCKY BALL Pick 1 or Quick Pick (QP) 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

\$2 B Pick 5 or Quick Pick (QP) 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

LUCKY BALL Pick 1 or Quick Pick (QP) 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

\$2 C Pick 5 or Quick Pick (QP) 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

LUCKY BALL Pick 1 or Quick Pick (QP) 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

Add and Begin Using
Starting April 11

NEW

MISSOURI LOTTERY
CASH 4LIFE
EZMatch

WIN \$1,000 A DAY FOR LIFE | WIN \$1,000 A WEEK FOR LIFE

1. Select 5 numbers from 1-60 or choose QP (Quick Pick).
2. Select 1 CASH BALL number from 1-4 or choose QP. Each play costs \$2.
ADD EZ MATCH FOR AN EXTRA \$1 PER PLAY FOR THE CHANCE TO WIN CASH INSTANTLY!

MULTI DRAW Play consecutive drawings. 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

\$2 PLAY 1 Select 5 numbers or QP. **EZMatch** 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

\$2 PLAY 2 Select 5 numbers or QP. **EZMatch** 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

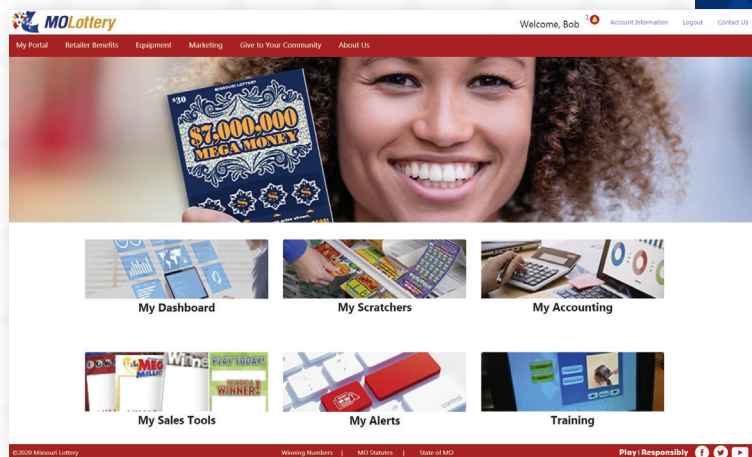
\$2 PLAY 3 Select 5 numbers or QP. **EZMatch** 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

RETAILER PORTAL BENEFITS

Are you signed up for the Retailer Portal, the secure website specifically designed for our retailer partners? The portal offers a variety of sales tools that can benefit you! Learn more about Lottery products through:

- Easy access to your retailer invoices and Scratchers manifests
- Training videos with topics from “how to play” to generating tickets
- Downloadable marketing materials such as jackpot flyers, Scratchers Inventory Forms, point-of-sale signage, equipment lists, plan-o-grams, forms, etc.
- Historical sales data for your location from the last two years

If you are not already signed up for the portal, please reach out to your Lottery Sales Representative or create an account at retailer.molottery.com.



SCAM ALERT: NO CARD, NO SALE!

The Missouri Lottery's security team has become aware of a new type of fraud activity against retailers. In an attempt to bypass traditional security features for processing credit card transactions, scammers are claiming to have forgotten their credit cards and are asking clerks to manually enter their card numbers for payment. This may leave your location responsible for potentially fraudulent charges. The best practice to avoid this type of scam is to require customers to be in physical possession of their credit card in order to use it for payment.



SOCIAL SHOUT OUT

It is important to keep an eye on what is trending when it comes to creating a social media plan. Mega Millions was a hot topic a few months ago as it neared the \$1 billion mark. The Ayerco chain recognized how the news of a \$1 million Mega Millions ticket sold in their store would resonate with their customers and shared a post from the Missouri Lottery announcing there was a winner at one of their locations. This not only created buzz for their store, but also allowed them to leverage their social media efforts by engaging with the Missouri Lottery's content.



Monthly Transfer Update

The March transfer of more than \$24.9 million was based on sales in February, bringing the total profits transferred in FY21 to more than \$281.4 million.

**MAKING A DIFFERENCE
FOR MISSOURI STUDENTS**

**\$281.4
MILLION**

**PROVIDED FOR EDUCATION
SINCE JULY**

Total proceeds through
March 12, 2021
88% of goal (\$316.9 million)

FY21: JULY 1, 2020 - JUNE 30, 2021

April Calendar

- APRIL 6** \$30 Scratchers Tickets Monthly Drawing
- APRIL 8** Last Day to Purchase Lucky for Life®
- APRIL 11** Cash4Life® Launches and Player/Retailer Promotions Begin
- APRIL 23** "Take a Chance" One-Day Promotion
- APRIL 26** MO Money Monday - New Ticket Delivery
- APRIL 30** Entry Deadline for the \$30 Scratchers Tickets Monthly Drawing

Due to the Memorial Day holiday, May's new Scratchers games will arrive on Tuesday, June 1

Save the Date for the next
MO Money Monday: June 28

JACKPACK OF JACKPOTS!

JackPack is a combination play of Draw Games from the Missouri Lottery. It's a quick and easy way to produce all the Missouri Lottery jackpot games.

With the JackPack, you can print individual single-draw Quick Pick tickets for Powerball®, Mega Millions®, Lotto and Show Me Cash® with a lot fewer keystrokes than before!

The JackPack button is located under the Combo button on the terminal home screen.

TAKE A CHANCE DAY

April 23, 2021

Purchase a \$6 **NEW** MISSOURI LOTTERY **CASH 4 LIFE** **EZMatch** single ticket & receive a **FREE \$2** MISSOURI **POWERBALL** ticket.

ONE DAY ONLY

The Missouri Lottery reserves the right to end the promotion at any time. Free Powerball tickets will not print during the draw break (8:59 - 10 p.m.).

MOLOTTERY 1-866-665-6883 RETAILER PORTAL retailer.molottery.com IGT EQUIPMENT HOTLINE 1-800-729-4832

WINNER CLAIM APPOINTMENTS 573-751-4050 (option 9)



MO Lottery



MissouriLottery