



# RETAILER CONNECTION

August  
2021

**\$30**  
**Big Riches**  
\$3 million top prize



**\$10**  
**Rose Gold**  
\$1 million top prize



**\$5**  
**SKEE-BALL®**  
\$100,000 top prize



**\$2**  
**Cash To Go!**  
\$30,000 top prize



## New MO Money Monday Tickets Are Rollin' In

MO Money Monday brings you four new Scratchers® games on Aug. 30. Earn a \$25 bonus by **confirming/activating** each pack of new tickets and **validating/cashing** a ticket from each new game by midnight the day after delivery.

**MO**  
**MONEY**  
**MONDAY**

## Powerball Enhancements Coming in August

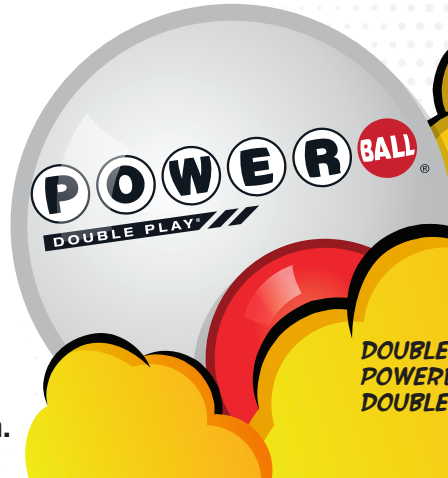
Exciting new additions are coming to Powerball® this month! Beginning Aug. 23, Monday nights will be added as a third draw night for Powerball.

A \$1 Double Play® add-on feature will also be included in the enhancements. Double Play offers players a second chance at winning with their original numbers played through another drawing held after the main Powerball drawing.

Players can win in the Powerball draw only, the Double Play draw only (if played), the Power Play® option (if played), or both the Powerball draw and the Double Play draw. However, Power Play cannot be applied to the Double Play drawing.

Your LSR will provide additional details soon.

DRAWINGS NOW  
ON MONDAYS TOO!



## \$20 Holiday Scratchers Preview

Pssst! The holiday season is around the corner, which means the \$20 holiday-themed Scratchers® ticket will be making its debut soon.

- Look for details in the next *Retailer Connection*.



## FAQs at Retail

Do you have a Lottery-related question? We have the answers! The FAQ's section will help you learn everything you need to know about Lottery products and best practices.

**Q. Why is the cash value of a jackpot only about half of what is advertised? Where does the rest of the money go?**



The lump-sum payment is approximately half of the advertised amount since the Lottery will be giving you the money it would have invested over 25 years for a Lotto jackpot, or 29 years for a Powerball or Mega Millions jackpot.



## Do The Right Thing Program

As part of the Lottery's "Do The Right Thing" Retailer Integrity and Responsibility Program, every August your lottery sales representative will spend time with you to verify proper procedures are being followed. This helps ensure player and retailer protection, maintain the integrity of Lottery games and instill confidence and loyalty in your business. Following their review, they will provide you with recommendations on ways to improve.

**DO THE  
RIGHT  
THING**  
Retailer Integrity &  
Responsibility Program

As a retailer, here are a few things you can do to help guarantee your business operates responsibly:

- Practice age verification to make sure players are 18 and older.
- Confirm and activate packs of tickets before selling.
- Deface all paid tickets.
- Run only a few Draw Games tickets at a time when players ask for large amounts, and ask for payment throughout the process – especially near draw breaks.
- Advise winners of more than \$600 to sign the ticket back and redeem at the Lottery offices.

## Missouri Celebrates Responsible Gaming Education Month in August

For some, gambling can become more than just a game. This is why the Missouri Lottery promotes Responsible Gaming Education Month to encourage players to play responsibly by following these tips:

- Remember that Lottery games, and other types of gambling activities, are for entertainment only and not ways to make money.
- Set time and money limits when gambling.
- Decide on a loss limit prior to buying a Lottery ticket or participating in gambling activities, and stick to it.
- Never borrow money to gamble.
- Understand there is no special method or ability that makes you have an advantage with games of chance, such as the Lottery.
- Pay bills before gambling and never gamble with money for everyday expenses.
- Include other forms of entertainment in your daily life.

If you, someone you love, or one of your customers has a gambling problem, free and professional help is available through the 1-888-BETSOFF helpline or [888BetsOff.org](http://888BetsOff.org).



## Monthly Transfer Update

The July transfer of more than \$37.7 million was based on sales in June. It is the first regular monthly transfer of Lottery proceeds to education for FY22.



## August Calendar

AUG. 3	\$30 Scratchers® Tickets Monthly Drawing
AUG. 10	Missouri Bicentennial Day One-Day Promotion
AUG. 12 -22	Missouri Lottery Hosts Missouri State Fair Booth
AUG. 17	"The Great Outdoors" Summer Promotion – Entry Deadline #3
AUG. 19	"The Great Outdoors" Summer Promotion – Drawing #3
AUG. 30	MO Money Monday Scratchers® Delivery
AUG. 31	Entry Deadline for \$30 Scratchers® Tickets Monthly Drawing

Save the Date for the next  
MO Money Monday:  
Sept. 27

New holiday tickets coming Oct. 11.

### MISSOURI BICENTENNIAL DAY

1821★2021

**AUGUST 10, 2021**

ONE DAY ONLY

The Missouri Lottery reserves the right to end the promotion at any time. Free Lotto tickets will not print during the draw break (8:59 – 9:15 p.m.).

Purchase a \$5

**SHOW ME CASH**

single ticket

receive a

**FREE \$2**

**LOTTO**

EZMatch

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## Benefits of Accepting Debit and Credit – No Cash? No Problem!

We encourage debit and/or credit for Missouri Lottery purchases!

### BEST PRACTICES TO RECOGNIZE A POTENTIAL SCAMMER

- Receive payment before printing Draw Games tickets.
- NOTE: If asking for entire payment is not possible due to a large amount of tickets requested, only run a few at a time and ask for payment throughout the process – especially near draw breaks.
- Cancel tickets immediately, if the customer leaves store without paying.
- Lock unattended Lottery terminals.



**FRAUD PREVENTION**



**IMPORTANT!**

Report the theft immediately to law enforcement and Missouri Lottery Security at 1-866-665-6883, press 5.

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MOLOTTERY 1-866-665-6883 RETAILER PORTAL [retailer.molottery.com](http://retailer.molottery.com) IGT EQUIPMENT HOTLINE 1-800-729-4832

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



MO Lottery



MissouriLottery