



RETAILER CONNECTION

July
2021



\$10
\$50 & \$100 Blowout
Loaded with \$50
and \$100 prizes



\$5
Money Match
\$100,000 top prize



\$1
Fast \$50s
\$2,500 top prize



New Ticket Delivery on July 26

MO Money Monday brings you three new Scratchers® games. 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.



Powerball Step Down

Exciting new additions are coming to Powerball in August. The Step Down to gradually decrease the available multi-draw wagers will begin on July 3.

DRAWS REMAINING	AVAILABLE UNTIL DRAW BREAK ON:	DRAW DAY
15 Draw Wagers	July 3, 2021	Saturday
10 Draw Wagers	July 21, 2021	Wednesday
5 Draw Wagers	August 7, 2021	Saturday
4 Draw Wagers	August 11, 2021	Wednesday
3 Draw Wagers	August 14, 2021	Saturday
2 Draw Wagers	August 18, 2021	Wednesday
1 Draw Wagers	August 21, 2021	Saturday

Additional information about the Powerball revisions will come in our August *Retail Connection*.



Stay Informed Through Terminal Messages

Receive the latest Lottery messages by regularly checking your retail terminal. These communications will let you know when to pull Scratchers games, display big winner messages and keep you on top of essential Lottery news.

FAQs at Retail

Do you have a Lottery-related question? We have the answers! Our new FAQs section will help you learn everything you need to know about Lottery products and best practices.

Where can customers find past winning numbers?



You can find current, as well as complete historical lists, in the "Winning Numbers" section at [MOLottery.com](https://www.molottery.com), and more recent winning numbers are featured on the Lottery's mobile app.

EZ Match Add-On With Draw Games

For an additional \$1 per play, players can win up to \$500 instantly when they choose to add the EZ Match option to their Pick 3, Pick 4, Show Me Cash, Lotto and Cash4Life Draw Games. When played, the EZ Match numbers are printed below the player's selected numbers on a ticket. If the player's selected numbers match an EZ Match number, the player automatically wins the prize amount printed next to the EZ Match number. A winning EZ Match play can be cashed at any retail location either before or after the game's drawing.



If the EZ Match play is cashed prior to the host game drawing, an exchange ticket will print for the upcoming drawing, just like when a multi-draw winning ticket is cashed before all the drawings have occurred.

If a winning EZ Match play is cashed after the host game drawing has occurred, and wins on both the EZ Match wager and the host game drawing, the prizes will be added together and paid in one lump sum.

**If two or more of the same game numbers match an EZ Match number, the player wins the EZ Match prize amount printed next to the matched EZ Match number one time.*

Show Me Cash Numbers → A. 02 19 22 25 29

EZMatch	
NUMBERS	PRIZE
01	\$250
15	\$50
19	\$100
23	\$20
09	\$10

1 DRAW 08/27/2021
TOTAL = \$2.00

EZ Match costs \$1 per Show Me Cash play.
(\$1 Show Me Cash + \$1 EZ Match = \$2)

This ticket matched one EZ Match number and won a total of \$100 instantly!

Benefits of Cashing Prizes at Retail

Cashing prizes at your location can offer many advantages. Read on and see how your store can benefit:

- 1 Studies have shown that prizes up to \$10 are usually reinvested back into more lottery purchases.
- 2 Retailers receive a 2% bonus for cashing winning Scratchers and Draw Games tickets up to \$600.
- 3 Lottery players usually make additional in-store purchases of other items, as well.



Thanks to our players and retailers like you, contributions made throughout FY21 reached a grand total of

**\$345
MILLION**

in proceeds for elementary, secondary and higher education in Missouri.

July Calendar

JULY 3

Powerball Step Down Begins for Multi-Draw Tickets

JULY 5

Independence Day (observed) - MO Lottery Offices Closed

JULY 6

\$30 Scratchers® Tickets Monthly Drawing

JULY 17

National Lottery Day One-Day Promotion

JULY 20

"The Great Outdoors" Summer Promotion – Entry Deadline #2

JULY 22

"The Great Outdoors" Summer Promotion – Drawing #2

JULY 26

MO Money Monday Scratchers® Delivery

JULY 31

Entry Deadline for \$30 Scratchers® Tickets Monthly Drawing

Save the Date for the next MO Money Mondays:
August 30 and September 27

It's National Lottery Day!

JULY 17, 2021
ONE DAY ONLY

The Missouri Lottery reserves the right to end the promotion at any time.

Free Cash4Life® tickets will not print during the draw break (7:45 – 8 p.m. and 2 – 5 a.m., daily).

Purchase a \$6

single ticket

receive a
FREE \$2

MISSOURI LOTTERY
CASH 4LIFE

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Quarterly Reviews Can Optimize Sales

Our LSRs are available to provide excellent customer service and sales solutions to help your lottery sales. Our staff is trained to analyze retailer sales and make recommendations to increase them. Set up a meeting with your LSR to review your quarterly sales and profit report and maximize your selling potential. Retailer quarterly reports will be available at the end of July.



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