



# RETAILER CONNECTION

March  
2021



\$5  
Hot Hot Cash®  
\$100,000 top prize



\$1  
Triple Dough  
\$6,000 top prize



## March Into Spring With Our New Scratchers

Things are starting to warm up with our HOT new Scratchers tickets arriving on MO Money Monday, March 29. **Confirm/activate** each pack and **validate/cash** a ticket from each new game by midnight the day after delivery to earn a \$25 bonus for your store.



## 2020 MARKS LARGEST CLASS OF RETAILERS INDUCTED INTO MILLION DOLLAR CLUB

Last year saw some of the highest sales in the Lottery's 35-year history. In this issue, we congratulate the retailers who sold over \$1 million in Lottery products in 2020 to make it into the Million Dollar Club. In total, 148 retailers earned inclusion into the club. Hats off to each of the following retail locations and their employees for this amazing accomplishment:



7-Eleven 27838c, St. Louis  
7-Eleven 29027b, Festus  
Ayerco 25, Taylor  
B J's Kwik Shop, Sikeston  
Bellefontaine BP, St. Louis  
Beverly Hills Supermarket, St. Louis  
Black Jack Liquor, Black Jack  
Break Time 3072, Owensville  
Break Time 3118, Jefferson City  
Break Time 3133, Sikeston  
Break Time 3151, Sikeston  
Car-Mac's, Holland  
Caseys 1711, Charleston  
Caseys 3687, Saint Robert  
Circle K 1603, Fenton  
Circle K 1616, St. Ann  
Circle K 1628, St. Louis  
Circle K 1637, O'Fallon  
Circle K 1641, St. Charles  
Circle K 1644, St. Charles  
Circle K 1658, St. Louis  
Crown Mart, St. Louis  
Crown Mart 17, Jennings  
Dierbergs-Florissant, Florissant  
Dierbergs-Lemay, St. Louis  
Discount Smoke Shop 36, St. Louis  
Dunn Mart, Florissant  
Energy Express 1315, St. Louis  
Fastlane Muegge, St. Charles  
Fastrip, Cassville

Fas-Trip, 105 Union  
Gas Mart 22, St. Louis  
Gas Mart 31, West Alton  
Gas Mart 4, Jennings  
Gerbes 118, Jefferson City  
Halls Ferry Fuel & Food, Florissant  
Hucks Food Store 139, Sikeston  
Hucks Food Store 264, Florissant  
Hucks Food Store 271, Cape Girardeau  
Hy-Vee 1261, Independence  
Hy-Vee 1380, Lee's Summit  
Hy-Vee 1381, Lee's Summit  
Hy-Vee 154, 2 Raytown  
Jefferson Motomart 3370, St. Louis  
Jennings Convenience Center, Jennings  
Joel's Benton Park BP, St. Louis  
Kum & Go 465, Springfield  
Kum & Go 471, Springfield  
Kum & Go 561, Springfield  
Kum & Go 563, Springfield  
Lemay Phillips 66, St. Louis  
LMC Convenience Store, Waynesville  
Marsh's Sun Fresh, Kansas City  
MPC 7, St. Louis  
MPC 99, Hazelwood  
Mr. G's Liquor, California  
Mr. T's Liquor Store, Cardwell  
Neighbors Market, St. Louis  
New Halls Ferry Pit Stop, Florissant  
On The Run 606, Charlack

On The Run 611, Florissant  
On The Run 614, Olivette  
Pack & Go, Monett  
Petro Mart 11, Florissant  
Petro Mart 27, Wentzville  
Petro Mart 37, St. Peters  
Petro Mart 72, Berkeley  
Phillips 66 St. Louis  
Phil-Mart, Salem  
Price Chopper 100, Independence  
Price Chopper 102, Kansas City  
Price Chopper 21, Kansas City  
Price Chopper 400, Independence  
Price Chopper 650, Independence  
Price Cutter 20, Springfield  
Pulse Petroleum Co., St. Louis  
Quick Mart St. Louis  
QuikTrip 178, Kansas City  
QuikTrip 179, Pleasant Valley  
QuikTrip 197r, Kansas City  
QuikTrip 205, Independence  
QuikTrip 224, Kansas City  
QuikTrip 601, Bel Ridge  
QuikTrip 605, Bellefontaine  
QuikTrip 607r, St. John  
QuikTrip 612, Berkeley  
QuikTrip 625, Overland  
QuikTrip 628r, St. Louis  
QuikTrip 635, St. Ann  
QuikTrip 636, St. Louis

QuikTrip 638r, St. Louis  
QuikTrip 639, St. Louis  
QuikTrip 647, Richmond Heights  
QuikTrip 648, St. Louis  
QuikTrip 650r, Hazelwood  
QuikTrip 658, St. Louis  
QuikTrip 665, Overland  
QuikTrip 668, St. Louis  
QuikTrip 670, Florissant  
QuikTrip 671, St. Louis  
QuikTrip 676r, Ferguson  
Red X, Riverside  
Reeves Boomland, Charleston  
Reeves Boomland #2, Benton  
Reno's Gas-A-Mat, East Prairie  
Riverview Motomart, St. Louis  
Rolla Motomart, Rolla  
Royal Food Mart, St. Louis  
Royals Food & Liquor, St. Louis  
Salama Market, St. Louis  
Schnucks Market 107, St. Louis  
Schnucks Market 113, St. Louis  
Schnucks Market 125, St. Louis  
Schnucks Market 127, Arnold  
Schnucks Market 141, St. Louis  
Schnucks Market 143, St. Louis  
Schnucks Market 145, Jennings  
Schnucks Market 149, St. Louis  
Schnucks Market 173, Twin Oaks  
Schnucks Market 191, Bridgeton

Schnucks Market 192, St. Louis  
Schnucks Market 198, Florissant  
Schnucks Market 218, St. Louis  
Schnucks Market 227, St. Louis  
Schnucks Market 258, St. Louis  
Schnucks Market 272, St. Louis  
Schnucks Market 276, Florissant  
Schulte's Fresh Foods, Jefferson City  
Spirits Plus, St. Louis  
United Mart 1, St. Louis  
United Mart 5, Florissant  
United Mart BP, St. Louis  
Wallis Petroleum 501, O'Fallon  
Wallis Petroleum 503, Desloge  
Wallis Petroleum 504, Ballwin  
Wallis Petroleum 509, High Ridge  
Wallis Petroleum 510, Affton  
Wallis Petroleum 511, Oakville  
Wallis Petroleum 514, Arnold  
Wallis Petroleum 517, Wentzville  
Wallis Petroleum 518, Barnhart  
Wallis Petroleum 521, St. Louis  
Wallis Petroleum 522, Rock Hill  
Wallis Petroleum 533, Affton  
Wallis Petroleum 535, St. Charles  
Wild Bill's Travel Center, Ridgedale  
Zingers Mart 1, Arnold  
Zingers Mart 3, St. Louis

*Locations listed in alphabetical order*

## Congratulations to 2020's Top-Selling Retail Location

Riverside Red-X has been a fixture in Riverside since 1948! Customers love this third-generation family-owned grocery store and especially enjoy playing their selection of Missouri Lottery games. In fact, the store has been named the Missouri Lottery's top selling retailer for 2020 with \$2.67 million in lottery sales!



## NEW DRAW GAME COMING SOON!

An exciting new Draw Game is coming your way on April 11! Cash4Life® offers seven drawings a week and gives players the chance to win \$1,000 a day for life. This new game will replace the current Lucky for Life® game, which is scheduled to end after the April 8

drawing. Look out for more game details in our April *Retailer Connection*, or chat with your Lottery Sales Representative.



Lucky for Life® and Cash4Life® are registered trademarks.

# OF DRAWINGS	LAST DATE TO PURCHASE*
10	March 8, 2021
5	March 25, 2021
4	March 29, 2021
3	April 1, 2021
2	April 5, 2021
1	April 8, 2021

\*until 8:30 p.m. draw break

## PROBLEM GAMBLING AWARENESS MONTH: AWARENESS + ACTION

March is Problem Gambling Awareness Month and 2021's campaign continues the theme of "Awareness + Action." It's important for our retailers to recognize the signs of problem gambling. Be aware if customers exhibit any of these behaviors, which could indicate a potential gambling problem:

- Frequently returning to "get even" after experiencing losses
- Increasing spending to reach a high level of excitement
- Trying to win back losses
- Gambling to escape problems and to feel better

Take action if you notice a customer showing signs of a possible gambling issue by directing them to the Bets Off resources in place. You can discreetly print Bets Off information using the "Gambling Problem?" button on your Lottery terminal, provide them a Bets Off brochure or mention free help is available at 1-888-BETSOFF.

**1-888  
BETS  
OFF**



**PROBLEM GAMBLING  
AWARENESS MONTH**  
→ AWARENESS + ACTION

## Monthly Transfer Update

The February transfer of more than \$42.5 million was based on sales in January, bringing the total profits transferred in FY21 to more than \$256.5 million.



## March Calendar

<b>MARCH</b>	National Problem Gambling Awareness Month
<b>MARCH 5, 12, 19, 26</b>	Club Keno® Bonus Hours
<b>MARCH 14</b>	Daylight Saving Time Begins - Set Clocks Ahead One Hour
<b>MARCH 17</b>	St. Patrick's Day One-Day Promotion
<b>MARCH 29</b>	MO Money Monday - New Ticket Delivery

Save the Date for the next MO Money Monday: April 26

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

## St. Patrick's Day One-Day Promotion

Players who purchase \$10 in Mega Millions will receive a free \$2 Lotto ticket with EZ Match during the St. Patrick's Day one-day promotion on March 17.



## Club Keno Bonus Hours

Missouri Lottery players will have a chance to win increased prizes playing Club Keno® during the "Bonus Hours" promotion every Friday in March from 4 – 7 p.m. When players purchase a 10-draw ticket and win, they will win up to 50% more on base prizes of \$2 or more.



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