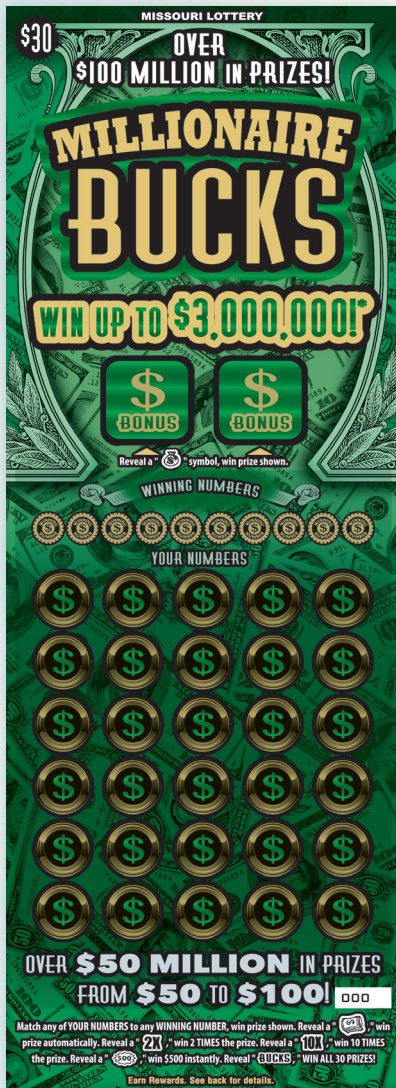




# RETAILER CONNECTION

April  
2022



**\$30**  
**Millionaire Bucks**  
\$3 million top prize



**\$5**  
**Fun 5s**  
\$100,000 top prize



**\$2**  
**777**  
\$27,777 top prize



## New Scratchers on April 25

A new MO Money Monday on April 25 will bring three new Scratchers games. Earn a \$25 bonus when you **confirm/activate** each pack of new tickets AND **validate/cash** a ticket from each game by midnight the day after delivery.

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



## New Draw Game Coming Soon!

Cash Pop is joining the Missouri Lottery's Draw Games lineup, starting May 22.

Cash Pop is a fun, easy-to-play game with drawings to select one winning pop (number) held five times each day.

Look for full game details in our May issue of the *Retailer Connection*, or visit with your Lottery Sales Representative.



## Congrats to Keno Crown Club Members

Nine retailers earned their way into the Keno Crown Club in 2021. Together, they raised more than \$880,000 for public education through their sales of Club Keno. Thank you to the following retailers and their staffs for working so hard to reach this milestone.



- DYLAN'S SPORTS BAR/GRILL, ARNOLD
- VFW 6274, BALLWIN
- THE RUNAWAY LOUNGE, KANSAS CITY
- HOTSHOTS SPORTS BAR, FENTON
- FRONTIER BOWL, O'FALLON
- SPANKY'S BAR & GRILL, RAYTOWN
- TRUEMANS PLACE, FENTON
- THE KEG, BLUE SPRINGS
- DRY DOCK, ST LOUIS

## Quick Tip: Jackpot Flyers

Having up-to-date jackpot signage is important for your Lottery sales. It's the quickest and easiest way to let customers know when jackpot amounts are on the rise. That's why the retailer portal website features updated jackpot flyers for all of our jackpot games.

Just print them out and post them at your business. No account or login is needed to access them.

Whether the jackpot has been raised or your signage needs a little refreshing, let these jackpot flyers help increase sales at your location.





## 'Millionaire Blowout' Retailer Incentive

Reminder: The retailer incentive tied to the new \$50 "Millionaire Blowout" Scratchers game continues through April 23. You'll receive automatic entry into the contest for every pack of the game you sell, and two retailers from each sales route will be randomly drawn to receive a \$500 credit on their Lottery account.



## Security Snippet: Only Validate Physical Tickets

Winning tickets may only be validated/cashed using the original, printed ticket. For example, photos of winning tickets cannot be used to validate and cash a prize. If a customer attempts to redeem a winning ticket in this manner, reinforce with them that a physical ticket is required. The ticket itself is a bearer instrument and must be presented in order to claim a prize of any amount on any Missouri Lottery game.



## How to Scan Digital Barcodes

More and more players are embracing the convenience of using digital playslips to buy their Draw Games tickets. It saves time for everyone, keeping the players' favorite numbers and play options right at their fingertips through the Lottery's mobile app.

As a retailer, it's easy for you, too. There's no need to handle a customer's phone or device; just scan the QR code with your scanning wand. Once scanned, everything on the terminal is the same as if they'd handed you a paper playslip.

**Helpful Hint:** If the scan isn't registering immediately, try holding the wand a bit farther away.



## Monthly Transfer Update

The March transfer of more than \$26.4 million was based on sales in February, bringing the total profits transferred in FY22 to more than \$304.6 million. That means we're 93% toward our fiscal year goal.



## TAKE A CHANCE DAY

**April 23, 2022**

Purchase a \$5  
**SHOW ME CASH**  
single ticket\*  
&  
receive a  
**FREE \$2**  
**LOTTO**  
EZMatch  
**ONE DAY ONLY**

\*The qualifying purchase cannot include an add-on to meet the purchase amount. Free Lotto EZ Match tickets will not print during the draw breaks.

The Missouri Lottery reserves the right to end the promotion at any time. Coupons cannot be used in conjunction with this promotion.

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## FAQ: Where Were Big Winning Tickets Sold?

Are you curious about where big winning tickets are sold? Finding out which retailers sold winning tickets worth \$1,000 or more is as simple as visiting the retailer portal at [retailer.molottery.com](http://retailer.molottery.com). The Winners Map features all the winning tickets from the previous month, including the prize amount and the game played. Check it out and see what tickets held big prizes in your area.



## April Calendar

<b>APRIL 5</b>	"Scratch Big, Win Big" Monthly Drawing
<b>APRIL 23</b>	\$50 Scratchers Retailer Incentive Promotion ends
<b>APRIL 23</b>	"Take a Chance Day" One-day Promotion
<b>APRIL 25</b>	MO Money Monday – New Scratchers Ticket Delivery
<b>APRIL 30</b>	Entry Deadline for next "Scratch Big, Win Big" Monthly Drawing

**Next New Scratchers Delivery:**  
Tuesday, May 31  
(due to Memorial Day holiday)

**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



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