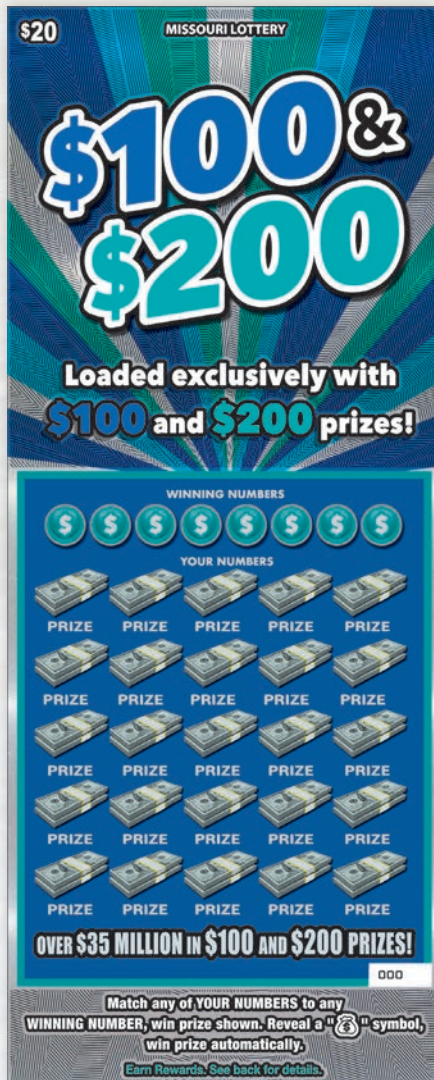


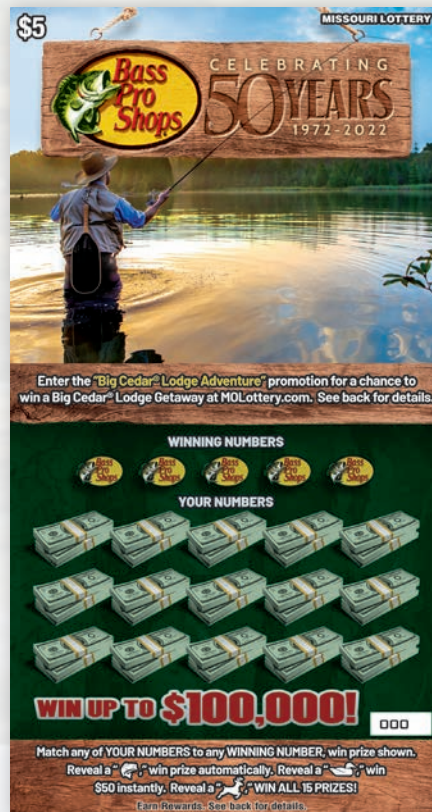


# RETAILER CONNECTION

August  
2022



**\$20**  
**\$100 & \$200**  
Loaded with  
\$100 and \$200 prizes



**\$5**  
**Bass Pro Shops®**  
**\$100,000 top prize**



**\$2**  
**Win All**  
**\$25,000 top prize**



## New Scratchers on Monday, Aug. 29

MO Money Monday is heating up your summer with three new Scratchers games! Earn a \$25 bonus when you **confirm/activate** each pack of new tickets AND **validate/cash** a ticket from each of the three new games by midnight the day after delivery.





## New Retailers join the Million Dollar Club

We continue to celebrate retailers for their Lottery sales and contributions to education. Two more retailers celebrated their membership in the Million Dollar Club by each selling more than \$1 million in Lottery tickets in 2021.

Congratulations to:

Retail Location	Contribution to Education
Red X, Riverside QuikTrip 623, St. Charles	More than \$660,000 More than \$250,000



## Do The Right Thing Program

Every August, the Missouri Lottery conducts the “Do the Right Thing” Retailer Integrity and Responsibility Program. In the coming weeks, your Lottery Sales Representative will work with you to verify proper procedure and identify potential areas of improvement.

Ensure your location operates responsibly by:

1. Verifying Lottery players are at least 18 years old
2. Verifying Scratchers packs against the manifest before confirming and activating
3. Defacing all paid tickets, i.e. marking through the barcode
4. Checking terminal messages for important news, including instructions to pull Scratchers games



## THE ‘BIG CEDAR® LODGE ADVENTURE’ PROMOTION AUG. 29, 2022 – JAN. 31, 2023

Missouri Lottery players will have the opportunity to retreat to the great outdoors with the “Big Cedar® Lodge Adventure” promotion.

Starting Aug. 29, players who enter \$5 worth of “Bass Pro Shops®” Scratchers tickets into their My Lottery® Players Club account will earn one entry into the promotion. Players could win:

- A customized trip for two to Big Cedar® Lodge in Branson, including \$1,000 in cash and much more!
- \$500 Bass Pro Shops® Gift Card



## Way to Play!

The Missouri Lottery has created a new campaign to educate players about our games and healthy play practices. From knowing how the chances of winning really work to tackling myths about lucky locations and ticket strategy, it can all be found at [MOLottery.com](http://MOLottery.com).

## Responsible Gaming Education Month

While most people play the Lottery responsibly, it can become more than a game for a small percentage of players.

In recognition of Responsible Gaming Education Month, the Missouri Lottery is encouraging players to play within their means by setting budget and time limits.

Additional tips you can share with your customers:

1. Remember that Lottery games are for entertainment only, and not ways to make money.
2. Decide on a budget prior to buying a Lottery ticket, and stick to it.
3. Never borrow money to play Lottery games.
4. Realize there is no special method or ability that gives you an advantage with games of chance, such as the Lottery.

If you, or someone you know, has a gambling problem, free and professional help is available by calling 1-888-BETSOFF or by visiting [888betsoff.org](http://888betsoff.org).

If you think a customer could benefit from this message, you can discreetly print the Bets Off information right from the Missouri Lottery terminal. Look under the “HELP” menu for the “Gambling Problem?” terminal button.





**DID YOU  
KNOW?**

**TRUE or FALSE:  
PROBLEM GAMBLING IS EASY TO RECOGNIZE.**

**THE ANSWER IS FALSE.** Problem gambling has few recognizable symptoms and can be easy to hide. Many problem gamblers themselves do not recognize they have a gambling problem.

## Monthly Proceeds Update

The July transfer of more than \$TBD million was based on sales in June. It is the first regular transfer of Lottery proceeds to education so far in FY23.

**MAKING A DIFFERENCE  
FOR MISSOURI STUDENTS**

**\$XX.X  
MILLION**

PROVIDED FOR EDUCATION SINCE JULY  
FY23: JULY 1, 2022 - JUNE 30, 2023

## August Calendar

<b>AUG. 1-31</b>	Missouri Responsible Gaming Education Month
<b>AUG. 1</b>	"Friendship Day" One-Day Promotion
<b>AUG. 2</b>	"Scratch Big, Win Big" Monthly Drawing
<b>AUG. 23</b>	"Out-of-the-Way" Getaway Summer Promotion – Entry Deadline #3
<b>AUG. 25</b>	"Out-of-the-Way" Getaway Summer Promotion – Drawing #3
<b>AUG. 29</b>	MO Money Monday - New Scratchers Ticket Delivery

**Next MO Money Monday Delivery:  
September 26, 2022**

**FRIENDSHIP DAY**

**AUG. 1, 2022**

Purchase a \$5 **pick 4** & receive a **FREE \$1 CASH POP** single ticket

**ONE DAY ONLY**

**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**



**Missouri Lottery**