



RETAILER CONNECTION

December
2022



\$20
\$2,000,000
Ultimate Cash!
\$2 million top prize



\$10
\$1,000,000
Money Multiplier
\$1 million top prize



\$3
Fruit Loot
\$50,000 top prize



\$2
\$25,000
Money Multiplier
\$25,000 top prize



\$1
\$5,000
Money Multiplier
\$5,000 top prize



New Scratchers Arrive on Tuesday, Dec. 27

Six new Scratchers® games are being introduced on Tuesday, Dec. 27 due to the Christmas holiday. We have new \$3 and \$20 tickets, as well as a new Money Multiplier family of Scratchers games this month!

Earn a \$25 bonus by **confirming and/or activating** each pack of new tickets and **validating/cashing** a ticket from each new game by midnight the day after delivery.

Club Keno® 'Bonus Hours' Return

Club Keno® "Bonus Hours" pay off!
Just ask the staff at Casey's General Store in Grain Valley, who sold a big winning ticket during "Bonus Hours" in September. The 9-Spot ticket would have normally won \$5,000, but the lucky winner walked away with a \$7,500 prize thanks to the promotion.

More Missouri Lottery players will have the opportunity to win increased prizes when they play Club Keno during the "Bonus Hours" promotion every Friday in December. From 4 – 7 p.m., players who purchase a 10-draw ticket and win, will win up to 50% more on base prizes of \$2 or more.

This could mean bigger wins for your customers and higher sales for you. Remind customers about the Club Keno "Bonus Hours" promotion and the chance to win more!



Let Us Do the Work for You

Could you use help handling your Scratchers Inventory?

Managing your Scratchers supply is now easier than ever when you choose to work directly with your Lottery Inside Sales Representative (ISR). Working with your ISR will help save time and labor in the future.

Benefits of working with your ISR include:

- Maintaining accuracy on Scratchers inventory and orders through a sales and inventory tracking system
- Receiving updates on area sales trends, current promotions and order delivery schedules
- Reducing manual labor of calculating and maintaining supplies
- Enhancing sales with plan-o-grams
- Receiving replacement game offers when available

Contact your Inside Sales Rep for more information on how they can assist you today!



Inside Sales Management Team



Your Inside Sales Team



Million Dollar Club Celebrations

As Million Dollar Club celebrations come to a close for last year's members, we would like to thank each retailer across the state who sold more than \$1 million in Missouri Lottery tickets in 2021.

Together, the retailers featured below contributed more than \$2.9 million to education last year. Stay tuned for next year's Million Dollar Club announcements.

Retail Region	Retailer	Contribution to Education
Midstate	Midway Little General, Columbia	More than \$226,000
Midstate	Break Time 3118, Jefferson City	More than \$228,000
Midstate	Ayerco 25, Taylor	More than \$297,000
St. Louis	GoodTimes 3, Jennings	More than \$285,000
St. Louis	QuikTrip 628, St. Louis	More than \$458,000
St. Louis	Wallis Petroleum 533, Affton	More than \$586,000
Kansas City	QuikTrip 179, Pleasant Valley	More than \$319,000
Kansas City	Hy-Vee 1542, Raytown	More than \$337,000
Kansas City	Price Chopper 105, Kansas City	More than \$256,000



Midway Little General



Break Time 3118



Ayerco 25



GoodTimes 3



QuikTrip 628



Wallis Petroleum 533



QuikTrip 179



Hy-Vee 1542



Price Chopper 105

MIDSTATE

ST. LOUIS

KANSAS CITY

Monthly Proceeds Update

The November transfer of more than \$34.4 million was based on sales in October, bringing the total profits transferred in FY23 to more than \$160.4 million.

**MAKING A DIFFERENCE
FOR MISSOURI STUDENTS**

**\$160.4
MILLION**

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

December Calendar

DEC. 2	Club Keno® "Bonus Hours" promotion
DEC. 6	"Holiday Chillin' & Thrillin'" Promotion (Entry Deadline)
DEC. 6	"Scratch Big, Win Big" Monthly Drawing
DEC. 8	"Holiday Chillin' & Thrillin'" Promotion (Drawing #2)
DEC. 9	Club Keno® "Bonus Hours" promotion
DEC. 16	Club Keno® "Bonus Hours" promotion
DEC. 23	Club Keno® "Bonus Hours" promotion
DEC. 26	Christmas Holiday Observed, All Lottery Offices Closed
DEC. 27	New Ticket Delivery
DEC. 27	"Big Cedar® Lodge Adventure" Promotion (Entry Deadline)
DEC. 30	Club Keno® "Bonus Hours" promotion
DEC. 31	Entry Deadline for Next "Scratch Big, Win Big" Monthly Drawing

Next New Ticket Delivery:
January 30, 2023

'Tis the Season to Gift Lottery Tickets

Looking for ways to help spread Holiday cheer this season? Recommending Lottery tickets as gifts is a quick and easy solution. Lottery tickets are great last-minute gifts and stocking stuffers that your customers will love. Not to mention, it can be profitable for you, too!



Lottery products can make perfect gifts, but only TO adults and FROM adults. The Missouri Lottery encourages everyone to gift responsibly.



\$1 MILLION DRAWING!

FINAL DRAWING: FEB. 9, 2023

ENTRY DEADLINE: FEB. 7, 2023

ENTER CASH EXPLOSION® THROUGH THE MOBILE APP OR MOLOTTERY.COM FOR YOUR CHANCE TO WIN

Grand Prize: \$1 Million Cash
First Prize: \$10,000 Cash
Second Prize: \$1,000 Cash

This is the FINAL of three total drawings for this game. One \$30 ticket equals one entry into the drawing.

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MOLOTTERY 1-866-665-6883 RETAILER PORTAL retailer.molottery.com IGT EQUIPMENT HOTLINE 1-800-729-4832

NEW CUSTOMER SERVICE NUMBER 1-866-465-1038 WINNER CLAIM APPOINTMENTS 573-751-4050 (option 9)



MO Lottery



MissouriLottery