

Congrats to the MDC Class of 2021

2021 was a phenomenal year for Lottery sales. A record-breaking 221 retailers sold more than \$1 million in Lottery tickets during the calendar year – up 49% from 2020 and up 130% from 2019.



Congratulations and thank you for your important role in funding education programs for Missouri students.

7-ELEVEN 27838C, ST. LOUIS
 7-ELEVEN 29027B, FESTUS
 AYERCO 25, TAYLOR
 AYERCO 29, KIRKSVILLE
 B & B KWIK STOP, SULLIVAN
 BELLEFONTAINE BP, ST. LOUIS
 BEVERLY HILLS SUPERMARKET, SAINT LOUIS
 BLACK JACK LIQUOR, BLACK JACK
 BREAK TIME 3072, OWENSVILLE
 BREAK TIME 3118, JEFFERSON CITY
 BREAK TIME 3125, POPLAR BLUFF
 BREAK TIME 3133, SIKESTON
 BREAK TIME 3135, DEXTER
 BREAK TIME 3151, SIKESTON
 C MART, PARK HILLS
 CAR-MAC'S, HOLLAND
 CASEYS 1137, FARMINGTON
 CASEYS 1711, CHARLESTON
 CASEYS 2907, CHARLESTON
 CASEYS 3803, PARK HILLS
 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
 CROWNWAY MART #2, ST. ANN
 DIERBERGS-BOGEY HILLS, ST. CHARLES
 DIERBERGS-FLORISSANT, FLORISSANT
 DIERBERGS-LEMAY, ST. LOUIS
 DIERBERGS-MCKENZIE PNT, ST. LOUIS

DIERBERGS-TELEGRAPH, ST. LOUIS
 DIERBERGS-W OAK, CREVE COEUR
 DISCOUNT SMOKE SHOP 36, ST. LOUIS
 DISCOUNT TOBACCO WARE HOUSE, SIKESTON
 DUNN MART, FLORISSANT
 ENERGY EXPRESS 1315, ST. LOUIS
 ENERGY EXPRESS 1988, FLORISSANT
 FASTLANE CENTRAL 24, WARRENTON
 FASTLANE MUEGGE 40, ST. CHARLES
 FASTRIP, CASSVILLE
 FAS-TRIP 105, UNION
 FAS-TRIP 108, WASHINGTON
 GAS MART 12, ST. LOUIS
 GAS MART 26, ST. LOUIS
 GAS MART 30, WEST. ALTON
 GAS MART 31, WEST. ALTON
 GAS MART 4, JENNINGS
 GERBES 118, JEFFERSON CITY
 GOOD TIME, ST. LOUIS
 GOODTIMES 3, JENNINGS
 HALLS FERRY FUEL & FOOD, FLORISSANT
 HANLEY HILL GROC & LIQ, ST. LOUIS
 HARMON TIRE CO, RAYMORE
 HARPS FOOD STORE 206, FARMINGTON
 HARPS FOOD STORE 209, JACKSON
 HUCKS FOOD STORE 264, FLORISSANT
 HUCKS FOOD STORE 271, CAPE GIRARDEAU
 HY-VEE 1033, BLUE SPRINGS
 HY-VEE 1261, INDEPENDENCE
 HY-VEE 1380, LEES SUMMIT
 HY-VEE 1542, RAYTOWN
 HY-VEE 1552, ST. JOSEPH
 HY-VEE 1641, SPRINGFIELD
 HY-VEE GAS, ST. JOSEPH

JEFFERSON MOTOMART 3370, ST. LOUIS
 JENNINGS CONVENIENCE CTR, JENNINGS
 JOEL'S BENTON PARK BP, ST. LOUIS
 KINGS LIQUOR MART, ST. LOUIS
 KUM & GO 471, SPRINGFIELD
 KUM & GO 561, SPRINGFIELD
 KUM & GO 563, SPRINGFIELD
 LAKE OASIS CONV STORE #1, CAMDENTON
 LEMAY BP, ST. LOUIS
 LMC CONVENIENCE STORE, WAYNESVILLE
 MACADOODLES, PINEVILLE
 MACE SUPERMARKETS, CUBA
 MARSH'S SUN FRESH, KANSAS CITY
 MIDWAY LITTLE GENERAL, COLUMBIA
 MILLENNIUM SUPER STORE 1, KANSAS CITY
 MO #3, DEXTER
 MOBERLY MART, MOBERLY
 MOSER'S FOODS 9, COLUMBIA
 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 300, FESTUS
 ON THE RUN 325, PEVELY
 ON THE RUN 606, CHARLACK
 ON THE RUN 607, ST. LOUIS
 ON THE RUN 610, CREVE COEUR
 ON THE RUN 611, FLORISSANT
 ON THE RUN 614, OLIVETTE
 ON THE RUN 624, ST. LOUIS
 ON THE RUN 627, ST. CHARLES
 OSAGE MINI MART, WARSAW

The remainder of 2021 MDC members will be printed in the March *Retailer Connection*.



Winner Awareness

Your Lottery Sales Representative can help you make the your store or business.

Your Lottery Sales Rep also has printable templates you c

FAQ: \$50 Scratchers Game

Q. I didn't opt in to sell the new \$50 Scratchers ticket when it launched. Can I still sell it?



Absolutely! You'll receive a \$2.50 commission for each ticket sold. Just reach out to your Lottery Sales Representative or your Inside Sales Rep to answer any questions you may have. They'll help you get the process started.



Quick Tips: Employee Training

We know employee turnover at retail can be challenging. Let us take one thing off your plate by using the training at the Lottery's retailer portal website (retailer.molottery.com) to bring new employees up to speed when it comes to Lottery.

The site offers a series of short YouTube videos to walk through our various games and play options, as well as how to sell and validate Lottery tickets.

Training videos are easy to access, with no login or retailer portal account required.



'Born By' Date Added to Terminals



It's up to all of us to make sure Lottery products don't end up in the hands of minors, and it's now easier than ever to know if a customer is at least 18 years of age – the minimum age required to buy Missouri Lottery tickets.

Avoid selling Lottery products to underage customers by using the 'born by' date at the top of your Lottery terminal home screen. The new feature lets you see at a glance the exact date a person must have been born by in order to make the purchase.

most of big winning tickets you sell by providing a winner awareness banner to place prominently in

an use to post about individual winning tickets.

SCAM AWARENESS MONTH

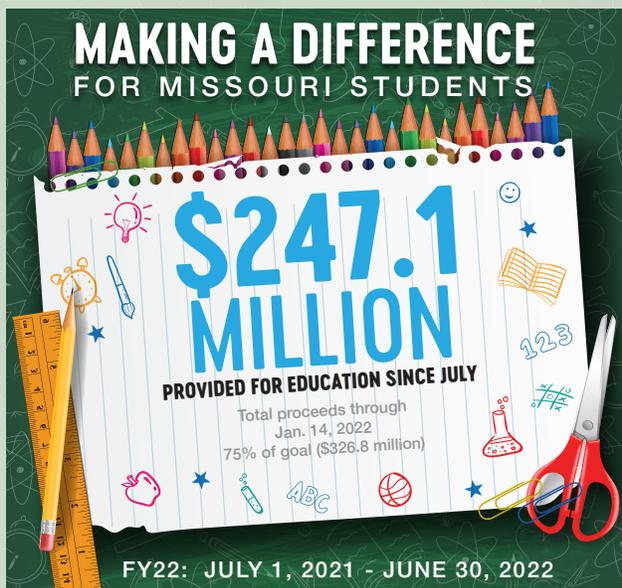
Keeping an eye out for possible scams is always key, but Scam Awareness Month provides the perfect reason to remind our retailers to:

- ▶ Combat potential "Snatch-and-Go" incidents.
 - ▷ Instruct all workers who sell Lottery to collect the money for the sale BEFORE giving a ticket to the customer.
 - ▷ Run a few tickets at a time and ask for payment throughout – especially near draw breaks – when you have a large Draw Games request.
 - ▷ Cancel tickets immediately if the customer leaves without paying.
- ▶ Remind customers that the Missouri Lottery will never require a winner to pay money up front in order to claim a prize.



Monthly Transfer Update

The January transfer of more than \$40.4 million was based on sales in December, bringing the total profits transferred in FY22 to more than \$247.1 million.



February Calendar

FEB. 8	"Scratch Big, Win Big" Monthly Drawing
FEB. 11	Lincoln's Birthday, all Lottery offices closed
FEB. 14	Valentine's Day One-Day Promotion
FEB. 21	Washington's Birthday, all Lottery offices closed
FEB. 28	New Scratchers Ticket Delivery
	Entry Deadline for "Scratch Big, Win Big" Monthly Drawing
	Next MO Money Monday: March 28

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