



# RETAILER CONNECTION

May  
2022



**\$10**  
**100X the Money**  
\$1 million top prize



**\$1**  
**\$50 in a Flash**  
\$2,500 top prize



## New Scratchers on Tuesday, May 31

Due to the Memorial Day holiday, new Scratchers ticket delivery will be on Tuesday, May 31.

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.



# Cash Pop: The New Game that Pops!

A brand-new Missouri Lottery Draw Game is set to start on May 22 – and it's poppin'. Think of it as a "Pick 1" game. Cash Pop players select how many Pops (numbers) they want to play and drawings are held five times a day to pick one number between 1 and 15. That's it. It's that easy.

The fun part for players is that prize amounts are variable. When they match their Pop to the winning Pop drawn, they'll win the amount printed on their ticket at the time of sale. In other words, one Cash Pop ticket may show the same Cash Pop number but with a different prize amount.

Here's what you need to know about Cash Pop:

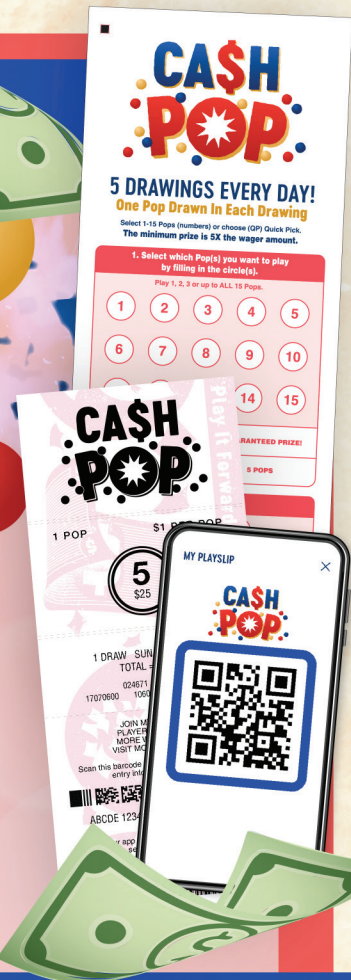
- One Pop drawn in each drawing
- Five drawings held each day
- Prizes ranging from \$5 to \$2,500 (based on wager amount per Pop)
- Wager amounts from \$1 to \$10 per Pop
- Choice to play up to all 15 Pops (\*Guaranteed prize. Total won may or may not be greater than purchase amount.)
- Minimum prize of 5X the wager amount per Pop
- Choice to play up to 15 drawings

## What's In It for You?

As with all Draw Games, retailers will earn 5% commission on all Cash Pop tickets you sell and a 2% cashing bonus for cashing winning tickets up to \$600. The distinctive thing about this game, though, is its five daily drawings. That means customers will be coming in more frequently to cash winning tickets, reinvest those winnings or make other purchases.

Be ready for Cash Pop by placing new game playslips in your Missouri Lottery play center on Sunday, May 22.

Questions? Your Lottery Sales Representative is always available to help. Cash Pop sell-ins can also be found on the retailer portal website at [retailer.molottery.com](http://retailer.molottery.com). No login is required to access game and promotion materials.



## Cash Pop Draw Times & Names

8 A.M.	EARLY BIRD
11 A.M.	LATE MORNING
3 P.M.	MATINEE
7 P.M.	PRIME TIME
11 P.M.	NIGHT OWL

## 'Cash Pop & Play' Promotion

We want your Cash Pop sales to be poppin' too. To encourage your customers to try the new game, we're also offering a player promotion. Players will receive one entry for every \$1 in Cash Pop tickets entered for a chance to win \$500 in a weekly drawing. Ten winners will be chosen in each of four weekly drawings.

Eligible tickets are Cash Pop tickets that are printed and entered between May 22 and June 18.





# It's Time to Get Away this Summer!

The "Out-of-the-Way Getaway" Summer Promotion,  
May 16 – Aug. 23

There's no need for your customers to travel far away for the getaway of their dreams. The Missouri Lottery is here with the Second Chance of a Lifetime "Out-of-the-Way Getaway" promotion, offering players the chance to win a custom journey when they play and enter eligible Scratchers® and Draw Games tickets.

Beginning May 16, players who enter \$10 worth of eligible tickets into their *My Lottery*® Players Club account will earn one entry into the promotion.

Players may enter their choice of drawing. On each of the three drawing dates, we'll conduct three drawings to award these taxes-paid prizes:

- Secluded Summer Retreat – Choice of Big Sky, Montana; Nantucket, Massachusetts; or Scottsdale, Arizona
- Road Trip Adventure - Choice of Augusta, Missouri; Branson, Missouri; Eureka Springs, Arkansas
- \$1,000 Cash

Weekly merchandise drawings will also occur.

## • OUT-OF-THE-WAY • **GETAWAY** PROMOTION



### You could win, too.

The more your customers play any Lottery game between May 15 and Aug. 20, the more chances you have to win. In fact, more than \$45,000 worth of prizes will be awarded to the top-selling retailers in two route-based retailer incentives:

#### Dollar Sales Increase

The top two retailers on each route with the highest increase in combined total dollar amount of Scratchers and Draw Games sales over their 13-week base average during the promotion will receive a merchandise item of their choice.

#### Percentage Sales Increase

The top 10 retailers on each route with the greatest percentage increase in combined total Scratchers and Draw Games sales over their 13-week base average during the promotion will receive a Lottery-themed merchandise prize.

## Printing Exchange Tickets

Does your staff know how to handle an exchange ticket? Exchange tickets are issued by the terminal to replace a Draw Games ticket when a prize is paid, but there are still remaining drawings left on the player's original ticket.

For example, if a customer has a ticket with an EZ Match win, they can claim that EZ Match prize immediately, but if there are still drawings to be held for plays on that ticket, an exchange ticket is printed.

Just scan the winning ticket as you normally would, select "YES" when the screen prompts you to proceed with validation, and the exchange ticket will automatically print. Just give this new ticket to the player, along with payment for their win.





## Monthly Proceeds Update

Proceeds based on ticket sales in March totaled more than \$35.3 million. That brings the total proceeds for education in FY22 to more than \$340 million so far.



## Lottery Profits Lead to Onsite Improvements

The owner of The Runaway Lounge in Kansas City made some noticeable improvements to her business, thanks in part to her Club Keno earnings! Dee Boyer took over the business just a couple of years ago, and the focus she put on supporting Keno for her customers led to more than \$468,000 in sales in 2021. That equaled \$23,000 in commissions and cashing bonuses (not to mention \$131,000 that went to education).

Upgrades included a new stage, TVs, appliances, carpet and restroom updates. What could Lottery profits mean at your business?



## May Calendar

MAY 3	"Scratch Big, Win Big" Monthly Drawing
MAY 5	"Cinco de Mayo" One-Day Promotion
MAY 9	Truman Day, all Lottery offices closed
MAY 13	Monthly transfer of Lottery proceeds to education
MAY 16	"Out-of-the-Way Getaway" Summer Promotion begins
MAY 22	Cash Pop sales begin
MAY 30	Memorial Day, all Lottery offices closed
MAY 31	New Scratchers Ticket Delivery
	Entry Deadline for next "Scratch Big, Win Big" Monthly Drawing
Next MO Money Monday Delivery: June 27, 2022	

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