



RETAILER CONNECTION

November
2022

\$5 MISSOURI LOTTERY

RED HOT CASH

HOT NUMBERS

YOUR NUMBERS

WIN UP TO \$100,000!

Match any of YOUR NUMBERS to any HOT NUMBER, win prize shown.
Reveal a "🔥" symbol, win prize automatically. Reveal a "\$50" symbol, win \$50 instantly. Reveal "HOT," WIN ALL 15 PRIZES!
Earn Rewards. See back for details.

\$5
Red Hot Cash
\$100,000 top prize

6 49148 00402 2

\$2 MISSOURI LOTTERY

DOUBLE MATCH

2 WAYS TO PLAY!
Match 3 like PRIZE amounts, win that amount!

WINNING NUMBERS
\$ \$

2 WAYS TO WIN!
Match any of YOUR NUMBERS to either WINNING NUMBER, win PRIZE shown for that number.

YOUR NUMBERS

WIN UP TO \$20,000!

\$2
Double Match
\$20,000 top prize

6 49148 00403 9

New Scratchers Arrive on Monday, Nov. 28

MO Money Monday is back with two new 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.

MO
MONEY MONDAY

Keep Your Scratchers Tickets Stocked!

The holidays are a busy time, so make sure you're prepared for the rush this season by maintaining a full Scratchers inventory for your customers. This will help with the efficiency and profitability of your business, helping you to:

- Avoid loss of sales
- Reduce the risk of shortages
- Increase traffic to your location
- Improve customer satisfaction

Do you need to adjust your Scratchers order? Contact your Inside Sales Representative today.



Security Safeguard: Prevent Lottery Theft

The Missouri Lottery is dedicated to helping you protect your business and avoid theft of Lottery products. Here are some simple steps to prevent theft this season:

- Always receive payment before giving tickets to customers.
- When customers ask for a large amount of Draw Games tickets, only run a few at a time and ask for payment throughout the process.
- Make sure your Draw Games terminal is password protected and lock the terminal when unattended.
- Never accept card numbers for a lottery purchase, use only physical cards.
- Immediately cancel tickets (if applicable) when customers leave without paying.
- Never leave full packs of tickets unsecured on the counter.



**BE
ALERT!**

If you experience ticket theft, immediately contact our retailer hotline at 1-866-665-6883 and select option 5, or you can use the "Help" button located on the terminal. Provide the following information:

- Your retailer ID and business name
- Your name and phone number
- The Scratchers ticket information for all stolen tickets: game number, pack number and ticket number

Keno Crown Club Recognition

Congratulations to Trueman's Place in Fenton and Frontier Bowl in O'Fallon for making it into the Keno Crown Club for the first time. Each sold more than \$250,000 in Club Keno® tickets in 2021 and, together, they provided more than \$150,000 for public education in Missouri.



Thank you for your continued dedication and contributions to education!

Retail Location	Contribution to Education
Trueman's Place, Fenton	More than \$74,000
Frontier Bowl, O'Fallon	More than \$79,000



Truemans Place



Frontier Bowl

NEW

New Club Keno Playslips

Playing Club Keno® with a paper playslip is now easier than ever – for both you and your customers! With the new consolidated Club Keno playslip, players can enjoy the ease of using just one playslip to access all optional add-on features for Club Keno, including Multiplier, Bulls-Eye and Double Bulls-Eye®.

Have questions or haven't received the new Club Keno Playslip? Contact your Lottery Sales Rep.

NEW

Drawings Every Four Minutes!
More Than 300 Chances to Win \$1 Million Every Day

1. Select how many Spots (numbers) you wish to play.
1 2 3 4 5 6 7 8 9 10

2. Select your numbers or choose QP (Quick Pick).
1 2 3 4 5 6 7 8 9 10
11 12 13 14 15 16 17 18 19 20
21 22 23 24 25 26 27 28 29 30
31 32 33 34 35 36 37 38 39 40
41 42 43 44 45 46 47 48 49 50
51 52 53 54 55 56 57 58 59 60
61 62 63 64 65 66 67 68 69 70
71 72 73 74 75 76 77 78 79 80

3. Select number of drawings you wish to play.
1 2 3 4 5 10 20

4. Select dollar amount you want to play per drawing.
Total Cost = Number of Drawings X Dollar Amount
1 2 3 4 5 10 20

5. OPTIONAL ADD-ON FEATURES
Select 1 only or you may leave blank.

MULTIPLIER
Multiply your win up to 10 times!
Total ticket cost doubles
10

BULLS-EYE
Match not in 4-eye to receive your prize!
Total ticket cost doubles
10

DOUBLE BULLS-EYE
Match not in 4-eye to receive your prize!
Total ticket cost doubles
10

See Instructions on Reverse Side, INSERT FACE UP

OLD

OLD

MULTIPLIER MULTIPLIER

BULLS-EYE BULLS-EYE

DOUBLE BULLS-EYE

1. How many spots (numbers) do you want to play?
1 2 3 4 5 6 7 8 9 10

2. Pick your own numbers or choose the QUICK PICK option.
1 2 3 4 5 6 7 8 9 10
11 12 13 14 15 16 17 18 19 20
21 22 23 24 25 26 27 28 29 30
31 32 33 34 35 36 37 38 39 40
41 42 43 44 45 46 47 48 49 50
51 52 53 54 55 56 57 58 59 60
61 62 63 64 65 66 67 68 69 70
71 72 73 74 75 76 77 78 79 80

3. How many consecutive draws do you want to play?
1 2 3 4 5 10 20

4. How much do you want to play per drawing?
Total Cost = Number of Drawings X Dollar Amount
1 2 3 4 5 10 20

5. OPTIONAL ADD-ON FEATURES
Select 1 only or you may leave blank.

MULTIPLIER
Multiply your win up to 10 times!
Total ticket cost doubles
10

BULLS-EYE
Match not in 4-eye to receive your prize!
Total ticket cost doubles
10

DOUBLE BULLS-EYE
Match not in 4-eye to receive your prize!
Total ticket cost doubles
10

Monthly Proceeds Update

The October transfer of more than \$30.5 million was based on sales in September, bringing the total profits transferred in FY23 to more than \$126 million.



FRIDAYS Every Friday in November

Your customers love a good one-day promotion, and we're here to help with "Cash Pop Fridays" in November.

Each Friday in November customers who purchase a \$5 designated Draw Games single ticket, will receive a free \$1 Cash Pop ticket. It's that simple. Promotion dates and qualifying Draw Games purchases are:

- Nov. 4 – Show Me Cash
- Nov. 11 – Pick 4
- Nov. 18 – Lotto
- Nov. 25 – Pick 3

Let your customers know about "Cash Pop Fridays" today!

November Calendar

NOV. 4	"Cash Pop Fridays" Promotion - Show Me Cash
NOV. 8	"Scratch Big, Win Big" Monthly Drawing
NOV. 10	"Holiday Chillin' & Thrillin'" Promotion (Drawing #1)
NOV. 11	Veterans Day, All Lottery Offices Closed
NOV. 11	"Cash Pop Fridays" Promotion - Pick 4
NOV. 18	"Cash Pop Fridays" Promotion - Lotto
NOV. 24	Thanksgiving Day, All Lottery Offices Closed
NOV. 25	"Cash Pop Fridays" Promotion - Pick 3
NOV. 28	MO Money Monday - New Scratchers® Ticket Delivery
NOV. 29	"Big Cedar® Lodge Adventure" Promotion (Entry Deadline)
NOV. 30	Entry Deadline for Next "Scratch Big, Win Big" Monthly Drawing

Next New Ticket Delivery: December 27, 2022

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