

RETAILER 2022 CONNECTION



Red Hot Cash \$100,000 top prize





Double Match \$20,000 top prize



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.



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.



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

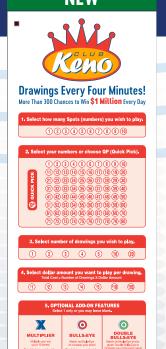






Frontier Bowl

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.



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 Offcies 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)



