



RETAILER CONNECTION

October
2022



\$5
O' Christmas Tree
\$100,000 top prize 6 49148 00397 1



\$1
Gnome for the Holidays
\$1,000 top prize 6 49148 00400 8



\$3
Deck the Halls
\$50,000 top prize 6 49148 00398 8



\$2
Frosty the Doughman
\$25,000 top prize 6 49148 00399 5

New Scratchers on Monday, Oct. 10

'Tis the season! The remaining holiday-themed Scratchers games will begin on Monday, Oct. 10. To qualify for a \$25 bonus, **confirm/activate** each pack of new tickets AND **validate/cash** a ticket from each of the five new games by midnight the day after delivery.

Second Chance of a Lifetime:

Holiday Chillin' & Thrillin'

This year's holiday promotion that starts on Oct. 10 and runs through Jan. 3, will allow your customers the opportunity to win the trip of a lifetime when they play and enter \$10 worth of eligible Missouri Lottery holiday-themed Scratchers and/or Draw Games tickets during the "Holiday Chillin' & Thrillin'" promotion.

This promotion will offer players their choice of any of the following prize packages on all three drawing dates:

Holly Jolly Jet Set - Customized taxes-paid adventure trips to Negril, Jamaica; Las Vegas, Nevada; or Orlando, Florida.

Jingle Bell Journey - Taxes-paid Missouri trips to Lake of the Ozarks, Kansas City or St. Louis.

Holiday Bucks - \$1,000, taxes paid.

Merry Merchandise - In addition, merchandise prize winners will be drawn weekly for the duration of the promotion.

Drawings will be Nov. 10, Dec. 8 and Jan. 5.



HOLIDAY PROMOTION



Retailers have the chance to win, too!

Did you know you could also win prizes? When players buy eligible tickets at your location and enter them to win trips and cash, your chances of winning a retailer route-based contest are increased.

Dollar Sales Increase

The two retailers on each route with the highest increase in combined total amount of Scratchers and Draw Games sales over their 13-week base average during the promotion will receive an item of their choice. Prizes include: wireless headphones, a digital camera, jewelry and more.

Percentage Sales Increase

The 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.





Million Dollar Club Celebrations

Million Dollar Club celebrations continued across the state with Missouri Lottery retailers who sold more than \$1 million in Lottery tickets in 2021.

In total, there were 221 Million Dollar Club members last year. Together, the nine retailers featured below contributed more than \$2.6 million to education. Congratulations to all!

Retail Region	Retailer	Contribution to Education
Midstate	Moberly Mart, Moberly	More than \$254,000
Midstate	Schulte's Fresh Foods, Jefferson City	More than \$329,000
Midstate	Break Time 3072, Owensville	More than \$289,000
St. Louis	Rick's C-Store & Truck Stop, Poplar Bluff	More than \$248,000
St. Louis	Reeves Boomland, Charleston	More than \$451,000
St. Louis	Schnucks Market 105, St. Louis	More than \$255,000
Kansas City	Price Chopper 105, Kansas City	More than \$256,000
Kansas City	QuikTrip 216, Independence	More than \$248,000
Kansas City	Harmon Tire Co., Raymore	More than \$316,000

MIDSTATE



Schulte's Fresh Foods



Moberly Mart



Break Time 3072



Rick's C-Store & Truck top



Reeves Boomland



Schnucks Market 105

ST. LOUIS

KANSAS CITY



QuikTrip 216



Price Chopper 105



Harmon Tire Co.

**DID YOU
KNOW?**

What's the toll-free problem gambling helpline telephone number?

ANSWER 1-888-BETSOFF or 1-888-238-7633.

Help is available 24/7 in Missouri for
problem gamblers and their families.

Monthly Proceeds Update

The September transfer of more than \$28.2 million was based on sales in August, bringing the total profits transferred to education in FY23 to more than \$95.4 million.

**MAKING A DIFFERENCE
FOR MISSOURI STUDENTS**

**\$95.4
MILLION**

PROVIDED FOR EDUCATION SINCE JULY

FY23: JULY 1, 2022 - JUNE 30, 2023



October Calendar

- OCT. 4** "Scratch Big, Win Big"
Monthly Drawing
Columbus Day,
All Lottery Offices Closed
- OCT. 10** New Scratchers® Ticket Delivery
"Holiday Chillin' & Thrillin'"
Promotion Starts
- OCT. 19** Missouri Day One-Day Promotion
- OCT. 25** "Big Cedar® Lodge Adventure"
Promotion (Entry Deadline)
- OCT. 27** "Big Cedar® Lodge Adventure"
Promotion (Drawing #2)
Entry Deadline for the Next
- OCT. 31** "Scratch Big, Win Big"
Monthly Drawing

Next MO Money Monday Delivery:
November 28, 2022

MISSOURI DAY

October 19, 2022
ONE DAY ONLY

*The qualifying purchase cannot include an add-on to meet the purchase amount.
Free Show Me Cash tickets will not print during the draw breaks.

Coupons cannot be used in conjunction with this promotion.
The Missouri Lottery reserves the right to end the promotion at any time.

Purchase a \$6



single ticket

&

receive a
FREE \$2
**SHOW ME
CASH**
EZMatch

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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



Missouri Lottery