



# RETAILER CONNECTION

September  
2022



**\$20**  
**Holiday Gold**  
**\$300,000 top prize**



**\$1**  
**Wild 5s**  
**\$2,500 top prize**



**\$5**  
**\$100,000 Fortune**  
**\$100,000 top prize**



## New Scratchers on Monday, Sept. 26

Three new Scratchers games will begin on MO Money Monday, Sept. 26. To qualify for a \$25 bonus, **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.





## Million Dollar Club

Million Dollar Club customer appreciation events continue, as we celebrate retailers for selling more than \$1 million in Lottery tickets in 2021.

This is the 11<sup>th</sup> year in a row that Car-Mac's, 85 State Highway O in Holland, has earned a spot in the Million Dollar Club! They are the top-selling retailer in the state with over \$3.2 million in lottery sales. We celebrate them for their achievement in Lottery sales and their contributions to education.

According to the owner, "We couldn't have reached this milestone without our loyal customers and friendly staff."

Congratulations, Car-Mac's, and thank you for your dedication!



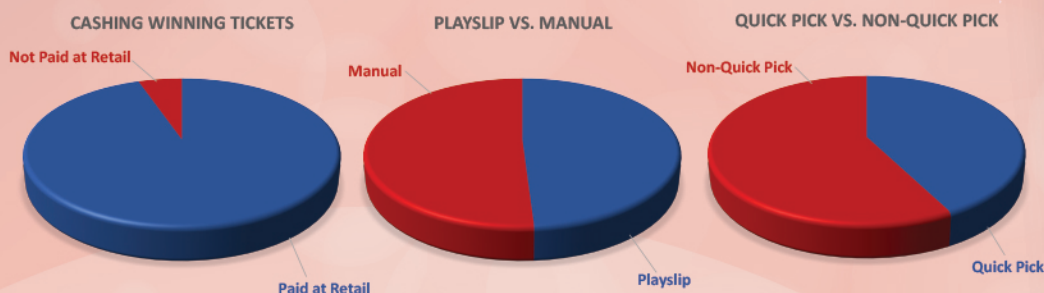
Retail Location	Contribution to Education
Car-Mac's	More than \$728,000

## Cash Pop Sales Are Poppin'!

Cash Pop™ is poppin' and players are loving this game.

- Players can choose the number of Pops they'd like to play, making it easy and entertaining. To date, the most popular number of Pops to play are 1 Pop, 5 Pops and 15 Pops.
- There are more chances to win with five drawings held each day.
- The variable prize amounts keep the game interesting, as players anticipate the prize amount on their ticket.

### Player Preferences:



In its first six weeks, the average daily payout for Cash Pop was 66.9%, and the average daily percentage of tickets paid at retail was 94.7%. This means retailers are earning cashing bonuses, and almost 95% of Cash Pop winners have cash in hand at retail. As of print time, 16 top prizes of \$2500 have been awarded, with over \$2.8 million in total prizes won by Cash Pop players. What a great start!

**Encourage your customers to try Cash Pop today!**





# DON'T MISS OUT!

## Ticket Cashing

Are you taking advantage of the incentive and benefits that come along with cashing winning tickets? Don't miss this opportunity to earn 2% on prizes you cash under \$600.

Here are a couple of perks:

- **Player Loyalty** – Players return more often to stores that cash their tickets. These players are also more likely to purchase additional merchandise while they're there.
- **Reinvest winnings** – Players are more likely to reinvest their winnings with the purchase of additional lottery tickets at your business.



## Website and Mobile App Launch

We're enhancing our website and mobile app! This new transformation continues to offer the same great features, but with an updated look and modern feel.

Players will continue to enjoy their favorite features:

- Entering tickets for Rewards and second-chance promotions
- Checking for winning numbers and winning tickets
- Scheduling a claim appointment
- Viewing current promotions and much more

With the new offerings, the Missouri Lottery is also launching a new customer service telephone number.

**Questions about the loyalty program, second-chance promotions and the mobile app can be directed to 1-866-465-1038.**

The app can be found in the App Store for iOS and the Google Play store for Android devices.





## Monthly Proceeds Update

The August transfer of approximately \$37.1 million was based on sales in July, bringing the total profits transferred in FY23 to more than \$67.2 million.

**MAKING A DIFFERENCE  
FOR MISSOURI STUDENTS**

**\$67.2  
MILLION**

PROVIDED FOR EDUCATION SINCE JULY

FY23: JULY 1, 2022 - JUNE 30, 2023



**CLUB KENO**  
**BONUS HOURS**  
PROMOTION  
SEPTEMBER  
2, 9, 16, 23 & 30

### KENO BONUS HOURS ARE BACK!

Are your customers searching for more ways to be entertained AND win bigger prizes? The Club Keno "Bonus Hours" promotion is the answer!

From 4-7 p.m. every Friday in September, players who purchase a 10-draw ticket and win will win up to 50% more on base prizes of \$2 or greater.

Keno "Bonus Hours" will take place on Sept. 2, 9, 16, 23 and 30.

Multiplier wagers, Progressive Jackpot prizes and 10 of 10-spot prizes will not be increased. Coupons cannot be used in conjunction with this promotion.

## Holiday Scratchers Preview

Looking for more holiday cheer? Don't worry, we have you covered. The rest of our holiday-themed Scratchers tickets are coming the week of Oct. 10. Stay tuned.



## September Calendar

SEPT. 2	Club Keno "Bonus Hours" Promotion
SEPT. 5	Labor Day, All Lottery Offices Closed
SEPT. 6	"Scratch Big, Win Big" Monthly Drawing
SEPT. 9	Club Keno "Bonus Hours" Promotion
SEPT. 16	Club Keno "Bonus Hours" Promotion
SEPT. 23	Club Keno "Bonus Hours" Promotion
SEPT. 26	MO Money Monday - New Scratchers Ticket Delivery
SEPT. 27	"Big Cedar® Lodge Adventure" Promotion (Entry Deadline)
SEPT. 29	"Big Cedar® Lodge Adventure" Promotion (Drawing #1)
SEPT. 30	Club Keno "Bonus Hours" Promotion Entry Deadline for Next "Scratch Big, Win Big" Monthly Drawing

**Next New Scratchers Delivery: October 10, 2022**

**MOLOTTERY** 1-866-665-6883 **RETAILER PORTAL** [retailer.molottery.com](http://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)



MOlottery



MissouriLottery