



RETAILER CONNECTION

January
2023



\$30
\$3,000,000
Spectacular
\$3 million top prize



\$5
In The Green
\$100,000 top prize



\$1
Loose Change
\$2,500 top prize



New Scratchers Arrive on Monday, Jan. 30

MO Money Monday brings you three new Scratchers® games this January, including our newest \$30 ticket. 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

Barcodes Offer Convenience for Retailers

Did you know that the UPC barcodes located on the cover of every *Retailer Connection* can be scanned on your POS system (if applicable)? All Scratchers ticket barcodes included on the front page of your *Retailer Connection* are easily scanned so you can add Scratchers game information to your point-of-sale system, offering extra convenience for you and your staff.

Try it out today!



New Scratchers Arrive on Tuesday, Dec. 27

Six new Scratchers® games are being introduced on Tuesday, Dec. 27 due to the Christmas holiday. We have new \$20 tickets, as well as a new Money Multiplier family of Scratchers games this month! Earn a \$20 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.

Winner Anonymity

We love to celebrate our winners, and we know you do, too. Just, remember, Missouri law now prohibits the publishing of names, photos or any personal identifying information about a winner. This includes information shared by our retailers.

Don't worry, though. You can still promote winner awareness. Here's how:

- Post signage, including banners, at your business saying you sold a winning ticket.
- Post news about winning tickets on your social media accounts, and don't forget to tag the Missouri Lottery.

You can include:

- Scratchers and/or Draw Games played
- Amount won
- Winning numbers, if applicable
- Date of win



Upsell with the Family of Games

Customers love a good family of Scratchers® games! Last month, we launched a new “Money Multiplier” family – a favorite among Scratchers® players.

“Scratchers® family of games help drive awareness and provide fun and excitement to players following the busy holiday season.”

– Bill Burton, Instant Games Product Manager

Here's what customers enjoy:

- **Consistent game design and play styles** – Players will recognize the familiar theme and play style, whether it's a \$1, \$2, \$5 or \$10 ticket.
- **Variety of price points** – Players will want to purchase the entire family – a Scratchers® ticket from every price point available.
- **Multiple price points** – Players can choose to purchase Scratchers® tickets at their preferred price point.



Maximize Your Sales with Annual Sales Report Reviews

Want to know more about your annual sales, commissions and incentives? Your Lottery Sales Representative (LSR) can provide you with individualized insight and solutions to help boost your Lottery sales.

Your sales rep is trained to analyze your sales – year to year and quarter to quarter – to make recommendations to improve your selling potential.

Retailer end-of-the-year reports will be available soon. Contact your LSR for more information.



Missouri Lottery Welcomes New Executive Director!

Lester Elder has joined the Missouri Lottery as our new executive director.

"I am very excited to start this new journey, and I look forward to continuing the work of the Missouri Lottery and its mission to help generate funds for education, support Missouri businesses and entertain millions."

– Lester Elder



Monthly Proceeds Update

The December transfer of more than \$37.6 million was based on sales in November, bringing the total profits transferred in FY23 to more than \$198 million.

**MAKING A DIFFERENCE
FOR MISSOURI STUDENTS**

**\$198
MILLION**

PROVIDED FOR EDUCATION SINCE JULY

FY23: JULY 1, 2022 - JUNE 30, 2023

January Calendar

| | |
|---------|---|
| JAN. 2 | New Year's Day Observed, All Lottery Offices Closed |
| JAN. 3 | "Holiday Chillin' & Thrillin'" Promotion Merry Merchandise Weekly Drawing |
| JAN. 4 | "Scratch Big, Win Big" Monthly Drawing |
| JAN. 5 | "Holiday Chillin' & Thrillin'" Promotion (Drawing #3) |
| JAN. 16 | Martin Luther King Jr. Day, All Lottery Offices Closed |
| JAN. 30 | MO Money Monday |
| JAN. 31 | "Big Cedar® Lodge Adventure" Promotion (Entry Deadline) |

Next MO Money MOnday:
February 27, 2023



\$1 MILLION DRAWING!

FINAL DRAWING: FEB. 9, 2023
ENTRY DEADLINE: FEB. 7, 2023

**ENTER CASH EXPLOSION® THROUGH THE MOBILE APP OR
MOLOTTERY.COM FOR YOUR CHANCE TO WIN**

Grand Prize: \$1 Million Cash

First Prize: \$10,000 Cash

Second Prize: \$1,000 Cash

This is the FINAL of three total
drawings for this game.

One \$30 ticket equals one entry
into the drawing.

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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



MissouriLottery