



# RETAILER CONNECTION

March  
2023



**\$5**  
Whole Lotta \$500s  
\$100,000 top prize



**\$1**  
7-11-21®  
\$7,000 top prize



## New Scratchers Arrive on Monday, March 27

Two new Scratchers games are included in March's MO Money Monday. Earn a \$25 bonus when you **confirm/activate**

each pack of new tickets AND **validate/cash a ticket** from each new game by midnight the day after delivery.





# New Million Dollar Club Members Announced

*[continued from February issue]*

Congratulations to our 2022 Million Dollar Club members! In 2022, a total of 243 retailers each sold more than \$1 million in Lottery products. The list continues below, alphabetically, and the final installment of MDC retailers will be shared in the April *Retailer Connection*.



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| <ul style="list-style-type: none"> <li>• HY-VEE 1552, ST JOSEPH</li> <li>• HY-VEE 1845, WARRENSBURG</li> <li>• HY-VEE GAS 1381, LEES SUMMIT</li> <li>• JB HAWK, SIKESTON</li> <li>• JENNINGS CONVENIENCE CTR, JENNINGS</li> <li>• JESSE'S LAST STOP 1, ST JOSEPH</li> <li>• JOEL'S BENTON PARK BP, ST LOUIS</li> <li>• KING'S LIQUOR BEER WINE CIG, ST LOUIS</li> <li>• KINGS LIQUOR MART, ST LOUIS</li> <li>• KUM &amp; GO 561, SPRINGFIELD</li> <li>• KUM &amp; GO 578, ST ROBERT</li> <li>• LEMAY BP, ST LOUIS</li> <li>• LMC CONVENIENCE STORE, WAYNESVILLE</li> <li>• MACADOODLES, PINEVILLE</li> <li>• MARSH'S SUN FRESH, KANSAS CITY</li> <li>• MIDWAY LITTLE GENERAL, COLUMBIA</li> <li>• MILLENNIUM SUPER STORE 1, KANSAS CITY</li> <li>• MOBERLY MART, MOBERLY</li> <li>• MOSER'S FOODS 9, COLUMBIA</li> <li>• MPC 7, ST LOUIS</li> <li>• MPC 99, HAZELWOOD</li> <li>• MR. T'S LIQUOR STORE, CARDWELL</li> <li>• NEIGHBORS MARKET, ST LOUIS</li> <li>• NEW HALLS FERRY PIT STOP, FLORISSANT</li> <li>• ON THE RUN 300, FESTUS</li> <li>• ON THE RUN 606, CHARLACK</li> <li>• ON THE RUN 607, ST LOUIS</li> <li>• ON THE RUN 610, CREVE COEUR</li> <li>• ON THE RUN 611, FLORISSANT</li> <li>• ON THE RUN 613, ST LOUIS</li> <li>• ON THE RUN 614, OLIVETTE</li> <li>• ON THE RUN 624, ST LOUIS</li> <li>• ON THE RUN 627, ST CHARLES</li> <li>• OSAGE MINI MART, WARSAW</li> <li>• PHILLIPS 66, EUREKA</li> <li>• PHIL-MART, SALEM</li> <li>• PLAZA GAS, OZARK</li> <li>• PRICE CHOPPER 100, INDEPENDENCE</li> <li>• PRICE CHOPPER 102, KANSAS CITY</li> <li>• PRICE CHOPPER 104, BLUE SPRINGS</li> <li>• PRICE CHOPPER 105, KANSAS CITY</li> </ul> | <ul style="list-style-type: none"> <li>• PRICE CHOPPER 106, KANSAS CITY</li> <li>• PRICE CHOPPER 11, KANSAS CITY</li> <li>• PRICE CHOPPER 117, KANSAS CITY</li> <li>• PRICE CHOPPER 120, LIBERTY</li> <li>• PRICE CHOPPER 157, LEES SUMMIT</li> <li>• PRICE CHOPPER 21, KANSAS CITY</li> <li>• PRICE CHOPPER 288, KANSAS CITY</li> <li>• PRICE CHOPPER 359, BELTON</li> <li>• PRICE CHOPPER 400, INDEPENDENCE</li> <li>• PRICE CHOPPER 415, PLATTE CITY</li> <li>• PRICE CHOPPER 650, INDEPENDENCE</li> <li>• PRICE CHOPPER 900, PARKVILLE</li> <li>• PRICE CUTTER 20, SPRINGFIELD</li> <li>• PRICE CUTTER PLUS 50, SPRINGFIELD</li> <li>• QUIKTRIP 150, OAK GROVE</li> <li>• QUIKTRIP 152, INDEPENDENCE</li> <li>• QUIKTRIP 156, RAYTOWN</li> <li>• QUIKTRIP 168, KANSAS CITY</li> <li>• QUIKTRIP 170, RIVERSIDE</li> <li>• QUIKTRIP 178, KANSAS CITY</li> <li>• QUIKTRIP 179, PLEASANT VALLEY</li> <li>• QUIKTRIP 190, KANSAS CITY</li> <li>• QUIKTRIP 197R, KANSAS CITY</li> <li>• QUIKTRIP 205, INDEPENDENCE</li> <li>• QUIKTRIP 208, LEES SUMMIT</li> <li>• QUIKTRIP 209, RAYTOWN</li> <li>• QUIKTRIP 216, INDEPENDENCE</li> <li>• QUIKTRIP 218, KANSAS CITY</li> <li>• QUIKTRIP 221, KANSAS CITY</li> <li>• QUIKTRIP 222, KANSAS CITY</li> <li>• QUIKTRIP 224, KANSAS CITY</li> <li>• QUIKTRIP 227, KANSAS CITY</li> <li>• QUIKTRIP 228, N KANSAS CITY</li> <li>• QUIKTRIP 601, BEL RIDGE</li> <li>• QUIKTRIP 605, BELLEFONTAINE</li> <li>• QUIKTRIP 607R, ST JOHN</li> <li>• QUIKTRIP 608, ST PETERS</li> <li>• QUIKTRIP 609, ST LOUIS</li> <li>• QUIKTRIP 612, BERKELEY</li> <li>• QUIKTRIP 623, ST CHARLES</li> </ul> |
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## March is National Problem Gambling Awareness Month

According to the National Problem Gambling Council, approximately 2-3% of Americans nationwide meet the criteria for problem gambling. The Missouri Lottery would like to take the opportunity to educate retailers on the warning signs of problem gambling. They include:

- Borrowing money to gamble
- Neglecting important responsibilities
- Visiting one lottery vendor multiple times in one day

### Do your customers know about the free resources available?

As a Missouri Lottery retailer, you have access to tools designed to help players who may show signs of possible problem gambling. Here are some resources you can offer a customer:

- Bets Off Brochure: All Lottery play centers should be stocked with informational Bets Off Brochures, which include a list of behaviors that can mean it's time to get help, as well as common gambling myths.
- Bets Off Information Printed from Your Terminal – The “Gambling Problem?” terminal button is located on the “Help” screen, allowing you to discreetly print information about the Bets Off help line.
- Bets Off Website – This website features a quiz that helps indicate a potential gambling program, as well as resource and treatment options available in Missouri.



### Coming Soon

As a part of our “Do The Right Thing” Retailer Integrity and Responsibility program, your LSR will ask a quick responsible gaming question during one of their visits.

## Loyal Customers and My Lottery® Players Club Go Hand in Hand

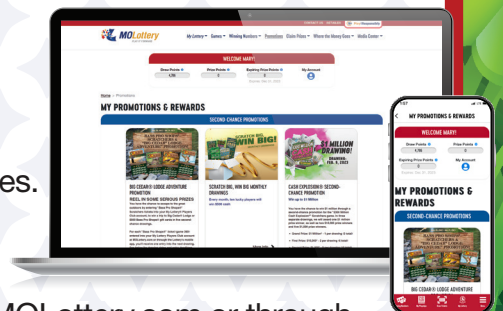
The more engaged your customers are, the more likely they are to return for Lottery purchases in the future.

The *My Lottery*® Players Club allows your customers to get additional value from each Lottery ticket they buy. When players scan and enter their eligible Scratchers and Draw Games tickets, they earn Rewards, along with automatic entry into associated second-chance promotions.

Player Rewards include:

- Prize Points, which can be redeemed in the Digital Store for digital downloads, e-gift cards and Lottery coupons.
- Draw Points, which are used to enter Points for Drawings for a chance to win cash, Scratchers and merchandise prizes.
- Instant-Win Coupons, which send players back to retail to buy additional tickets.

Players can register for a free *My Lottery*® Players Club account at [MOLottery.com](http://MOLottery.com) or through our mobile app.





## Monthly Proceeds Update


The February transfer of more than \$35.4 million was based on sales in January, bringing the total profits transferred in FY23 to more than \$265.1 million.

**MAKING A DIFFERENCE  
FOR MISSOURI STUDENTS**

**\$265.1  
MILLION**

**PROVIDED FOR EDUCATION SINCE JULY**

FY23: JULY 1, 2022 - JUNE 30, 2023



## March Calendar

<b>MARCH 3</b>	Club Keno® "Bonus Hours" Promotion
<b>MARCH 8</b>	"Scratch Big, Win Big" Monthly Drawing
<b>MARCH 10</b>	Club Keno® "Bonus Hours" Promotion
<b>MARCH 17</b>	Club Keno® "Bonus Hours" Promotion
<b>MARCH 17</b>	St. Patrick's Day One-Day Promotion
<b>MARCH 24</b>	Club Keno® "Bonus Hours" Promotion
<b>MARCH 27</b>	MO Money Monday Ticket Delivery
<b>MARCH 31</b>	Club Keno® "Bonus Hours" Promotion
Save the date for the next MO Money Monday: April 24, 2023	

**ST. PATRICK'S DAY**

**March 17, 2023**

Purchase a \$6  
**CASH 4LIFE** & **POWERBALL**  
single ticket

receive a  
**FREE \$2**

**ONE DAY ONLY**

The Missouri Lottery reserves the right to end the promotion at any time.  
Free Powerball tickets will not print during the draw breaks  
(Monday, Wednesday and Saturday, 8:59 p.m. to 10 p.m. and 2-5 a.m. daily).  
Coupons cannot be used in conjunction with this promotion.

**CLUB Keno**


**BONUS HOURS  
PROMOTION**

**MARCH 3, 10, 17, 24 & 31, 2023**

**Keno Bonus Hours  
Are Back!**

The Club Keno "Bonus Hours" promotion is back! Your customers will have a chance to win bigger prizes, every Friday in March from 4-7 p.m.

When players purchase a 10-draw ticket and win, they will win up to 50% more on base prizes of \$2 or more. It's that simple.



RETAILER HOTLINE 1-866-665-6883 RETAILER PORTAL [retailer.molottery.com](http://retailer.molottery.com) IGT EQUIPMENT HOTLINE 1-800-729-4832

LOYALTY CLUB CUSTOMER SERVICE 1-866-465-1038 WINNER CLAIM APPOINTMENTS 573-751-4050 (option 9)



MO Lottery



MissouriLottery