



RETAILER CONNECTION

November
2023

\$5 MISSOURI LOTTERY

\$100,000 DIAMOND Dazzler

BONUS! SCRATCH THE BACK! WIN UP TO \$100,000!

WINNING NUMBERS: [5 Dollar Symbols]

YOUR NUMBERS: [15 Diamonds]

OVER \$18 MILLION IN PRIZES!

Scratch play area on this side. Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a "♦" symbol, win prize automatically. Reveal a "5" symbol, win 5 TIMES the prize shown. Reveal a "100" symbol, WIN ALL 15 PRIZES!

Earn Rewards. See back for details.

445-100001-000 ITVM length setting = 7.5"

\$5
\$100,000 Diamond Dazzler
\$100,000 top prize

\$2 MISSOURI LOTTERY

FAST \$100s

LOADED WITH \$100 PRIZES!

WINNING NUMBERS: [5 Dollar Symbols]

YOUR NUMBERS: [15 Dollar Symbols]

WIN UP TO \$30,000!

Match any of YOUR NUMBERS to either WINNING NUMBER, win prize shown.
 Reveal a "100" win prize automatically.
 Reveal a "1000" win \$100 instantly.
 Reveal a "10000" WIN ALL 10 PRIZES!

Earn Rewards. See back for details.

\$2
Fast \$100s
\$30,000 top prize

MO Money Monday

Let your Lottery players know about these two new Scratchers games, set for distribution on MO Money Monday, Nov. 27.

You'll earn a \$25 bonus when you **confirm/activate** each pack of new tickets AND **validate/cash** a ticket from each of the new games by midnight the day after delivery.

Retailers Earn Million Dollar Club Status

The following retailers were among the 243 retail locations that sold \$1 million or more in Missouri Lottery tickets in 2022. Congratulations to these Million Dollar Club (MDC) retailers!



Retailer	Contribution to Education
Kum & Go 561, Springfield	\$321,794
QuikTrip 152, Independence	\$242,507
Price Chopper 285, Raytown	\$310,006
Alta Convenience 6574, Lake St. Louis	\$257,055
Schnucks Market 258, St. Louis	\$373,070



Kum & Go 561



QuikTrip 152



Price Chopper 285



Alta Convenience 6574



Schucks Market 258

We'd also like to shout out to the following retailer for selling more than \$250,000 in Club Keno last year, earning their place in the 2022 Keno Crown Club (KCC). This retailer holds the distinction of making both the MDC and KCC groups for their high sales last year. Well done!

Retailer	Contribution to Education
Dylan's Sports Bar & Grill, Arnold	\$149,333 – Keno \$251,345 – All Games



Dylan's Sports Bar & Grill

Make the Most of Holiday Sales

Earn more by promoting ALL Lottery products for gift-giving during the holiday season. Lottery tickets are fun, they're easy, and they're available at a variety of price points for everything from last-minute presents to stocking stuffers and office parties.

Your Lottery Sales Rep can also help with ideas, but here are a few to get you started:

- Promote Lottery as Gifts on signage or outdoor marquees
- Decorate a Christmas tree with sample Scratchers tickets
- Encourage both Scratchers and Draw Games as an easy gift-giving solution
- Encourage the FREE gift envelopes provided as a quick giftwrap for Lottery purchases
- Offer player promotions

And don't forget to take advantage of the "Second Chance of a Lifetime: Anchors Away" holiday promotion. The more eligible tickets sold at your business, the better your chances to earn one of the retailer incentives.



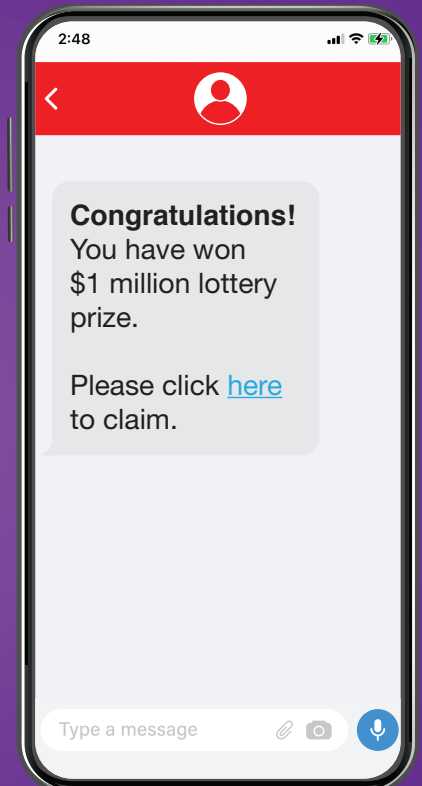
Scam Alert

Scammers are everywhere, and sometimes this includes scams related to lotteries. For example, have you heard stories about scammers who claim to represent a state lottery or even Powerball or Mega Millions?

It's important for your lottery playing customers to know that the Missouri Lottery will:

- NEVER text, call or email to tell them they've won a jackpot prize.
- NEVER contact someone on social media to tell them they've won a cash prize.
- NEVER require personal information like SSN, bank account number, etc. to be provided over the phone.
- NEVER require a winner to pay money up front in order to claim a prize.
- NEVER use "pop-up" advertising at MOlottery.com.
- NEVER confirm that a ticket is a winner over the phone.

Scammers and spam comments appearing on social media should be reported directly on those platforms. Scammers may also be reported to the Missouri Attorney General's Office.





FRIDAYS

FREE
Cash Pop tickets EVERY
Friday in November!

NOV. 3 Purchase a \$5
PICK 3
single ticket*

NOV. 17 Purchase a \$5
SHOW ME CASH
single ticket*

NOV. 10 Purchase a \$5
PICK 4
single ticket*

NOV. 24 Purchase a \$5
LOTTO
single ticket*

and receive a
FREE \$1
CASH POP

*The qualifying purchase cannot include an add-on to meet the purchase amount. Free tickets will not print during the draw breaks and will NOT be eligible for entry into the My Lottery® Players Club. Coupons cannot be used in conjunction with this or any Missouri Lottery promotion. The Missouri Lottery reserves the right to end the promotion at any time. See MOLottery.com for details.
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Monthly Proceeds Provided to Education

The October transfer of Lottery proceeds to education was approximately \$29.5 million. Based on ticket sales in September, this brings total Lottery profits transferred so far in FY24 to more than \$130.4 million.

MAKING A DIFFERENCE FOR MISSOURI STUDENTS
\$130.4 MILLION
PROVIDED FOR EDUCATION SINCE JULY
FY24: JULY 1, 2023 - JUNE 30, 2024

November Calendar

NOV. 1	New Rewards Available for My Lottery® Members
NOV. 7	"Scratch Big, Win Big" Monthly Drawing
NOV. 10	Veterans Day; All Missouri Lottery Offices Closed
NOV. 15	Monthly Drawings in Points for Drawings
NOV. 16	"Anchors Away" Holiday Promotion, Draw #1
NOV. 23	Thanksgiving; All Missouri Lottery Offices Closed
NOV. 27	MO Money Monday New Scratchers Ticket Delivery
Next New Ticket Delivery: Dec. 26, 2023 (on a Tuesday due to the holiday)	

RETAILER HOTLINE 1-866-665-6883 RETAILER PORTAL 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)

