



RETAILER CONNECTION

April 2024

\$10 MISSOURI LOTTERY

\$1,000,000 BLACK DIAMOND

OVER \$30 MILLION IN PRIZES!

WINNING NUMBERS

YOUR NUMBERS

WIN UP TO \$1,000,000!

Match any of YOUR NUMBERS to any WINNING NUMBER, win prize shown. Reveal a "💎" symbol, win prize automatically. Reveal a "🎰" symbol, win DOUBLE the prize shown. Reveal a "🎰" symbol, win \$50 instantly. Reveal a "🎰" symbol, WIN ALL 20 PRIZES!

Earn Rewards. See back for details.

\$10
\$1,000,000
Black Diamond
\$1 million top prize



\$5 MISSOURI LOTTERY

DOUBLE-SIDED DOLLARS

BONUS! SCRATCH THE BACK!

WIN UP TO \$100,000!

WINNING NUMBERS

YOUR NUMBERS

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 "🎰" symbol, win 5 TIMES the prize. Reveal a "🎰" symbol, WIN ALL 15 PRIZES!

Earn Rewards. See back for details.

Name (Print) _____ State _____ Zip _____
Address _____
City _____ Phone _____
Signature Required _____

461-100001-000

ITVM length setting = 7.5"

\$5
Double-Sided
Dollars
\$100,000 top prize



\$2 MISSOURI LOTTERY

WIN IT ALL

Match any of YOUR NUMBERS to either WINNING NUMBER, win prize shown. Reveal a "🎰" symbol, win prize automatically. Match any of YOUR NUMBERS to the WIN IT ALL NUMBER, WIN ALL TO PRIZES.

WINNING NUMBERS

YOUR NUMBERS

WIN UP TO \$25,000!

Earn Rewards. See back for details.

\$2
Win It All
\$25,000 top prize



MO Money Monday

New \$10, \$5 and \$2 Scratchers tickets are coming your way on the next MO Money Monday, April 29.

- 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.



Million Dollar Club, Class of 2023

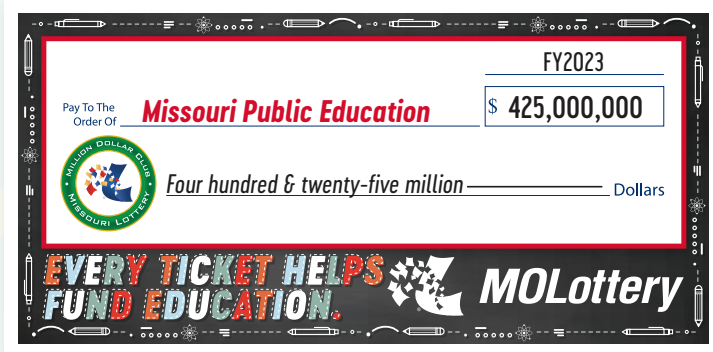
There were so many retailers who hit it out of the park with Lottery sales topping \$1 million last year that it took us three months to list them all in the *Retailer Connection*. That's impressive!

Following are the last (alphabetical) group of businesses, who were among the 244 retailers to earn membership in the 2023 Million Dollar Club.

We celebrate each and every one of you. Thank you for helping us **PLAY IT FORWARD** for Missouri education!

- UNITED MART 5, FLORISSANT
- UNITED MART BP, ST. LOUIS
- WALLIS PETROLEUM 501, OFALLON
- WALLIS PETROLEUM 503, DESLOGE
- WALLIS PETROLEUM 511, OAKVILLE
- WALLIS PETROLEUM 514, ARNOLD
- WALLIS PETROLEUM 517, WENTZVILLE
- WALLIS PETROLEUM 518, BARNHART
- WALLIS PETROLEUM 521, ST. LOUIS
- WALLIS PETROLEUM 522, ROCK HILL
- WALLIS PETROLEUM 525, OAKVILLE
- WALLIS PETROLEUM 533, AFTTON
- WALLIS PETROLEUM 535, ST. CHARLES
- WILD BILL'S TRAVEL CTR, RIDGEDALE
- ZINGERS MART 1, ARNOLD
- ZINGERS MART 3, ST. LOUIS
- ZOOM, ST. LOUIS
- ZX ZEPHYR XPRESS, ST. LOUIS*

*First time MDC members



'Today's Promotion' Button

It's easier than ever to know when Missouri Lottery retail promotions are available.

A "Today's Promotion!" button now displays on all Lottery Draw Games terminals and touchscreen vending machines whenever there's an active Draw Games promotion at retail. This includes:

- One-day promos
- "Jackpot Reset" promos
- "Buy X, Get Y" promos

For your customers, meeting the qualifying purchase and getting the free promotional ticket is now as simple as pushing a button.

(On days when there are no active promotional offers, the "Today's Promotion!" button does not appear.)

LSRs are looking forward to your feedback on this new addition.



Jackpot Reminders

It's no secret that big jackpots drive Lottery sales. Are you using all the tools at your disposal for leveraging large jackpot runs?

- **Post jackpot flyers.** Flyers with current jackpot amounts can be printed directly from the retailer portal website or at MOLottery.com. Print as many as you'd like and post them where you think they'll be the most beneficial.
- **Share Lottery posts on your own social media channels.** We already post jackpot reminders on Facebook and Twitter/X, so make it easy on yourself and just share ours.
- **Make sure you have enough ticket stock on hand.** Contact IGT at 1-800-729-4832 if your supply is low.
- **Accept multiple forms of payment.** If your business rules allow for it, accept both cash and debit for ticket purchases.
- **Ask for the Sale.** Use this tried and true method to ask customers if they'd like to add a jackpot ticket to their purchase.



Keep Your Scratchers Stocked

Smart Tip: If you're running low on Scratchers inventory, you don't have to wait for the next call or visit from a Lottery representative. Contact us today at 866-MOLOTTERY (866-665-6883).

Thank You for Preventing Underage Play

We appreciate our retailers for your ongoing commitment to making sure the play of all Missouri Lottery games is reserved only for your customers aged 18 and older. That level of integrity is how, together, we "Do the Right Thing."

- No purchase is allowed for anyone under 18 years of age.
- Lottery vending machines should be located in an area where they can be monitored for underage play.
- Each machine comes with a remote device that can be used to disable the machine from a distance, as needed.

DO THE RIGHT THING

Retailer Integrity & Responsibility Program

2024

18+ Play Responsibly

Scratch Big, Win Big

Players of our \$30 and \$50 Scratchers games have an extra chance to win when they enter their tickets into the *My Lottery*® Players Club. Each month, the "Scratch Big, Win Big" promotion awards 10 lucky winners with a \$500 cash prize.

- Each \$50 Scratchers game entered is worth **five** entries.
- Each \$30 Scratchers ticket entered is worth **three** entries.



TAKE A CHANCE DAY

April 23, 2024
 Purchase a 5 Pop
CASH POP
 single ticket* & receive a
FREE PICK 3
WILD BALL
 (\$1 value)

ONE DAY ONLY

*Free Pick 3 Wild Ball tickets will not print during the draw breaks. Free ticket will be a 50-cent straight ticket with Wild Ball add-on feature (\$1 total value).
 Coupons cannot be used in conjunction with this promotion. The Missouri Lottery reserves the right to end the promotion at any time.

Monthly Proceeds Provided to Education

The March transfer of Lottery proceeds to education was approximately \$30.8 million. Based on ticket sales in February, this brings total Lottery profits transferred so far in FY24 to more than \$290.8 million.

April Calendar

APRIL 1	New Rewards Available for <i>My Lottery</i> ® Members
APRIL 3	"Scratch Big, Win Big" Monthly Drawing
APRIL 12	Monthly Transfer of Lottery Proceeds to Education
APRIL 17	Monthly Drawings in Points for Drawings™
APRIL 23	"Take a Chance Day" One-Day Promotion
APRIL 29	MO Money Monday New Ticket Delivery
New Ticket Delivery: Tuesday, May 28, 2024	

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)

