



RETAILER CONNECTION

August
2024



\$5

Pink Panther
Diamond Tripler
\$100,000 top prize



6 49148 00475 6

\$2

20X The Cash
\$25,000 top prize



6 49148 00476 3

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.





REGIONAL TOP 10: SCRATCHERS RETAILERS

This month's regional spotlight goes to retailers with top Scratchers sales. Congrats to all!

REGION: MIDSTATE - JEFFERSON CITY TOP SCRATCHERS SALES JANUARY - MARCH 31, 2024

1. PHIL-MART, SALEM
2. LMC CONVENIENCE STORE, WAYNESVILLE
3. SCHULTE'S FRESH FOODS, JEFFERSON CITY
4. MIDWAY LITTLE GENERAL, COLUMBIA
5. MOSER'S FOODS 9, COLUMBIA
6. STEVE-O'S, COLUMBIA
7. AYERCO 25, TAYLOR
8. WALMART #219 SUP, SEDALIA
9. ROLLA MOTOMART, ROLLA
10. OSAGE MINI MART, WARSAW

REGION: MIDSTATE - SPRINGFIELD TOP SCRATCHERS SALES JANUARY - MARCH 31, 2024

1. KUM & GO 561, SPRINGFIELD
2. WILD BILL'S TRAVEL CTR, RIDGEDALE
3. KUM & GO 1484, SPRINGFIELD
4. PRICE CUTTER PLUS 50, SPRINGFIELD
5. PLAZA GAS, OZARK
6. PRICE CUTTER 20, SPRINGFIELD
7. THE GAS STATION, CABOOL
8. KUM & GO 1467, SPRINGFIELD
9. KUM & GO 464, SPRINGFIELD
10. KUM & GO 1463, SPRINGFIELD

REGION: KANSAS CITY TOP SCRATCHERS SALES JANUARY - MARCH 31, 2024

1. RED X, RIVERSIDE
2. QUIKTRIP 178, KANSAS CITY
3. PRICE CHOPPER 105, KANSAS CITY
4. QUIKTRIP 215, INDEPENDENCE
5. HY-VEE 1542, RAYTOWN
6. PRICE CHOPPER 21, KANSAS CITY
7. QUIKTRIP 204, KANSAS CITY
8. QUIKTRIP 168, KANSAS CITY
9. PRICE CHOPPER 102, KANSAS CITY
10. HY-VEE 1261, INDEPENDENCE

REGION: ST. LOUIS TOP SCRATCHERS SALES JANUARY - MARCH 31, 2024

1. MR. T'S LIQUOR STORE, CARDWELL
2. WALLIS PETROLEUM 533, AFFTON
3. DIERBERGS-FLORISSANT 10, FLORISSANT
4. WALLIS PETROLEUM 514, ARNOLD
5. CAR-MAC'S, HOLLAND
6. QUIKTRIP 651, ST. LOUIS
7. SCHNUCKS MARKET 143, ST. LOUIS
8. ZINGERS MART 3, ST. LOUIS
9. SCHNUCKS MARKET 191, BRIDGETON
10. SCHNUCKS MARKET 149, ST. LOUIS

Congratulations, Million Dollar Club Members!

Million Dollar Club (MDC) celebrations have been underway to recognize retailers who sold \$1 million or more in Lottery products during calendar year 2023. Overall, there were 244 MDC retailers. Here's a look at another group of honorees, with more celebrations to be featured in future issues *Retailer Connection*.



Retailer	Address	Contribution to Education
Ayerco 25	8800 Highway 24, Taylor	\$246,216
Break Time 3118	326 Ellis Blvd., Jefferson City	\$256,700
LMC Convenience Store	1302 Historic 66 W, Waynesville	\$391,103
MPC 99	12150 Missouri Bottom Road, Hazelwood	\$296,822
Phil-Mart	500 S. Main St., Salem	\$508,911



Ayerco 25



Break Time 3118



LMC Convenience Store



MPC 99



Phil-Mart

Do The Right Thing

Integrity is key to our business and to yours. That's why Lottery sales reps work with you to make sure established best practices are used as you sell Lottery games. This includes:

- ✓ Supplies & Selling
- ✓ Responsible Gaming
- ✓ Cashing

It's all part of the "Do The Right Thing program," which was designed to provide protection for both retailers and customers, instilling a greater sense of confidence in all our operations.

- ✓ Are you verifying players are at least 18 years old?
- ✓ Do your clerks receive full payment for all Lottery purchases BEFORE handing tickets to players?
- ✓ Are you verifying Scratchers packs against the manifest before confirming and activating new games?

Lottery sales reps will discuss these items and more with you during an upcoming visit. They're always happy to answer any questions you may have.



Knowing how to keep your play fun and entertaining is a main ingredient to enjoying lottery games. That's why we've developed the "Way to Play!" series. It helps players and retailers understand the true chances of winning, as well as busting some long-held lottery myths.



WAY TO PLAY

THE LOTTERY IS:

- A. A game of skill
- B. A game of chance
- C. A mixture of skill and chance

Answer: B. All lottery wins are random.

WAY TO PLAY

KNOWING WHERE BIG WINNING TICKETS WILL BE SOLD IS:

- A. Easy; they're always in big cities
- B. Easy; they're always in rural towns
- C. Not predictable

Answer: C. Draw games numbers are drawn at random, and Scratchers® games are randomly distributed throughout the state.

WAY TO PLAY

YOU HAVE THE SAME CHANCES OF WINNING AS ANYONE WHO IS PLAYING THE SAME SCRATCHERS® GAME.

- A. True
- B. False

Answer: A. True. Each ticket for a Scratchers® game provides the exact same chances of winning.



AUG. 4, 2024

Purchase a \$5 **PICK 4** & **PICK 3** single ticket receive a **FREE WILD BALL** (\$1 value)

ONE DAY ONLY

*The qualifying purchase cannot include an add-on to meet the purchase amount. 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 July transfer of Lottery proceeds to education was approximately \$24 million. Based on ticket sales in June, these are the first Lottery profits transferred for FY25.






MAKING A DIFFERENCE

FOR MISSOURI STUDENTS

FY25: JULY 1, 2024 - JUNE 30, 2025

\$24 MILLION

PROVIDED FOR EDUCATION SINCE JULY











August Calendar

AUG. 1	New Rewards Available for <i>My Lottery</i> ® Members
AUG. 4	"Friendship Day" One-Day Promotion
AUG. 6	"Scratch Big, Win Big" Monthly Drawing
AUG. 8-18	Missouri State Fair Get a sneak peek at our "Pink Panther Diamond Tripler" ticket!
AUG. 14	Monthly Drawings in Points for Drawings™
AUG. 16	Monthly Transfer of Lottery Proceeds to Education
AUG. 22	"Choose Your Dream Adventure" Summer Promotion - Drawing #3
AUG. 26	MO Money Monday
Next MO Money Monday: Sept. 30, 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)



MO Lottery Official



MO Lottery Official



Missouri Lottery