

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: 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: 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: 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

DOL

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.



Contribution

Retailer Integrity &

Responsibility Program

FORWARD

	Retailer	Address		Education	
	Ayerco 25 Break Time 3118 LMC Convenience Store MPC 99 Phil-Mart	8800 Highway 24, Taylor 326 Ellis Blvd., Jefferson City 1302 Historic 66 W, Waynesv 12150 Missouri Bottom Roac 500 S. Main St., Salem	/ \$25 /ille \$33 d, Hazelwood \$25	46,216 56,700 91,103 96,822 08,911	
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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:

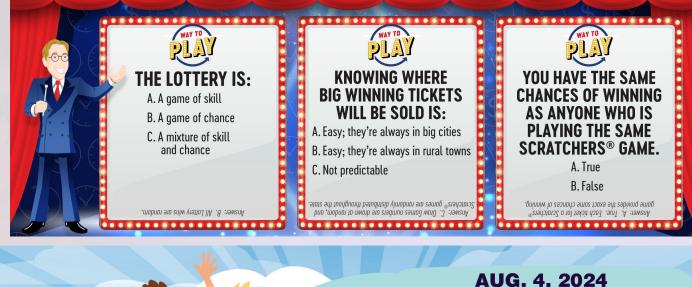
- 🕗 Supplies & Selling
- Responsible Gaming
- 🕗 Cashing

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.





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.



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)



MOLotteryOfficial

MissouriLottery