



# RETAILER CONNECTION

December  
2024



<p><b>\$20</b> Diamonds &amp; Gold \$2 million top prize</p>  <p>6 49148 00502 9</p>	<p><b>\$10</b> \$1,000,000 Cash Craze \$1 million top prize</p>  <p>6 49148 00493 0</p>	<p><b>\$5</b> \$100,000 Cash Craze \$100,000 top prize</p>  <p>6 49148 00495 4</p>	<p><b>\$2</b> \$25,000 Cash Craze \$25,000 top prize</p>  <p>6 49148 00496 1</p>	<p><b>\$1</b> \$5,000 Cash Craze \$5,000 top prize</p>  <p>6 49148 00498 5</p>	<p><b>\$3</b> \$50,000 Cash Quest \$50,000 top prize</p>  <p>6 49148 00499 2</p>
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## MO Money Monday!

A new family of Scratchers games is ready to help maintain the momentum of holiday sales!

- Don't forget, you can 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.
- These new Scratchers will be available starting Monday, Dec. 30.





# Congratulations, Million Dollar Club Members!

So many retailers made it into the Million Dollar Club (MDC) last year, it took us all year to cover them! Congratulations to this or more in Missouri Lottery tickets last year! Stay tuned in early 2025 as we announce 2024 MDC members.



## REGIONAL TOP 10: \$30 SCRATCHERS

Just in time for next month's release of a new \$30 game, we have the top 10 retailers in each region for sales of \$30 Scratchers tickets last quarter (July through September sales). Congratulations!

## REGION: MIDSTATE - JEFFERSON CITY TOP 30 SCRATCHERS DISTRIBUTED SALES JULY 1 – SEPT. 30, 2024

1. PHIL-MART, SALEM
2. HY-VEE GAS 1076, COLUMBIA
3. MOSER'S FOODS 9, COLUMBIA
4. GERBES 124, COLUMBIA
5. BREAK TIME 3004, LAKE OZARK
6. ROSEBUD GENERAL STORE, ROSEBUD
7. LMC CONVENIENCE STORE, WAYNESVILLE
8. EASTGATE EXPRESS, LEBANON
9. CROSSROADS GENERAL STORE, BOWLING GREEN
10. BREAK TIME 3072, OWENSVILLE





final group of 2023 members. Each business sold \$1 million



Good Time



JB Hawk



QuikTrip 156



QuikTrip 202



QuikTrip 228



QuikTrip 608



QuikTrip 612



Reeves Boomland



Reeves Boomland #2



Schnucks 113



Wallis 533



Wallis 535



Zingers Mart 3



Retailer	Address	Contribution to Education
Alta 6572	9601 Airport Road, Berkeley	\$263,494
Beverly Hills Supermarket	6714 Natural Bridge Road, St. Louis	\$350,199
Break Time 3133	420 N. Main St., Sikeston	\$371,652
Bugzy's	116 S. Service Road, Sullivan	\$236,541
Dierbergs Wentzville	1820 Wentzville Pkwy., Wentzville	\$245,104
Fast Lane Muegge 40	2301 S. Old Hwy. 94, St. Charles	\$295,117
Fastlane Central 24	710 State Highway 47, Warrenton	\$265,677
Good Time	7008 W. Florissant Ave., St. Louis	\$310,644
Halls Ferry Fuel & Food	12815 New Halls Ferry Road, Florissant	\$371,704
Harps Food Store 209	309 E Jackson Blvd., Jackson	\$324,209
Hazelwood 66	7323 N. Lindbergh Blvd., Hazelwood	\$297,286
Hucks 271	353 S. Kingshighway St., Cape Girardeau	\$270,574
Hy-Vee 1261	4545 S. Noland Rd., Independence	\$330,948
Hy-Vee 1380	301 N. E. Rice Road, Lees Summit	\$309,139
Hy-Vee Gas 1381	1201 S.W. 3rd St., Lees Summit	\$261,810
JB Hawk	1001 E. Malone, Sikeston	\$247,774
King Liquor Mart	4192 Jennings Station Road, St. Louis	\$274,149
New Halls Ferry Pit Stop	12785 New Halls Ferry Road, Florissant	\$371,557
Osage Mini Mart	915 E. Main St., Warsaw	\$247,831
Price Chopper 100	4201 S. Noland Rd, Independence	\$335,862
Price Chopper 157	937 N.E. Woods Chapel Rd., Lees Summit	\$286,621
Price Chopper 650	2301 S. Sterling Avenue, Independence	\$324,321
QuikTrip 152	4005 S. Little Blue Pkwy., Independence	\$278,802
QuikTrip 156	8733 E. 63rd St., Raytown	\$293,064
QuikTrip 202	16501 E. 40 Hwy., Independence	\$257,606
QuikTrip 204	6835 E. Truman Road, Kansas City	\$255,881
QuikTrip 205	11101 East 40 Hwy., Independence	\$267,714
QuikTrip 208	800 N.E. Woods Chapel Road, Lees Summit	\$282,091
QuikTrip 209	9323 E. 350 Hwy., Raytown	\$315,638
QuikTrip 222	8011 State Line Road, Kansas City	\$310,536
QuikTrip 224	6551 E. Front St., Kansas City	\$317,691
QuikTrip 227	3101 Southwest Blvd., Kansas City	\$395,144
QuikTrip 228	2525 Burlington St., N. Kansas City	\$322,300
QuikTrip 608	391 N. Main, St. Peters	\$264,725
QuikTrip 612	6805 N. Hanley Road, Berkeley	\$301,836
QuikTrip 615	5909 Howdershell Road, Hazelwood	\$276,489
QuikTrip 627	150 Howdershell Road, Florissant	\$281,524
QuikTrip 628R	2791 Dunn Road, St. Louis	\$413,320
QuikTrip 650R	7400 N. Lindbergh Blvd., Hazelwood	\$466,943
QuikTrip 659	12700 St. Charles Rock Road, Bridgeton	\$274,284
QuikTrip 670	2105 N. Highway 67, Florissant	\$550,837
QuikTrip 676R	10768 W. Florissant Ave., Ferguson	\$513,458
Reeves Boomland	100 Beasley Park Road, Charleston	\$449,090
Reeves Boomland #2	6399 State Highway 77, Benton	\$246,165
Schnucks 113	3431 Union Blvd., St. Louis	\$260,839
Schnucks 143	3430 S. Grand Blvd., St. Louis	\$447,204
Schnucks 198	13987 New Halls Ferry Road, Florissant	\$298,148
Schnucks 173	1393 Big Bend Blvd., Twin Oaks	\$365,664
Schnucks 218	1032 Lemay Ferry Road, St. Louis	\$357,462
Spirits Plus	1600 S. Florissant Road, St. Louis	\$265,483
Wallis 503	413 N. State St., Desloge	\$257,107
Wallis 517	1197 Highway Z, Wentzville	\$264,872
Wallis 533	8445 Gravois Road, Affton	\$592,863
Wallis 535	2311 Upper Bottom Road, St. Charles	\$265,914
Zingers Mart 3	5204 Lemay Ferry Road, St. Louis	\$385,490

**REGION: MIDSTATE - SPRINGFIELD**  
\$30 SCRATCHERS DISTRIBUTED SALES  
JULY 1 – SEPT. 30, 2024

- KUM & GO 1467, SPRINGFIELD
- KUM & GO 561, SPRINGFIELD
- CASEYS 1058, REPUBLIC
- PRICE CUTTER PLUS 50, SPRINGFIELD
- WILD BILL'S TRAVEL CENTER, RIDGEDALE
- KUM & GO 465, SPRINGFIELD
- COUNTRY MART, MOUNTAIN GROVE
- KUM & GO 563, SPRINGFIELD
- KUM & GO 497, REPUBLIC
- FUEL EXPRESS, ALTON

**REGION: KANSAS CITY**  
TOP \$30 SCRATCHERS DISTRIBUTED SALES  
JULY 1 – SEPT. 30, 2024

1. QUIKTRIP 178, KANSAS CITY
2. QUIKTRIP 227, KANSAS CITY
3. QUIKTRIP 233, BELTON
4. QUIKTRIP 216, INDEPENDENCE
5. RED X, RIVERSIDE
6. QUIKTRIP 228, N KANSAS CITY
7. PRICE CHOPPER 100, INDEPENDENCE
8. QUIKTRIP 224, KANSAS CITY
9. PRICE CHOPPER 650, INDEPENDENCE
10. QUIKTRIP 168, KANSAS CITY

**REGION: ST. LOUIS**  
TOP \$30 SCRATCHERS DISTRIBUTED SALES  
JULY 1 – SEPT. 30, 2024

1. MR. T'S LIQUOR STORE, CARDWELL
2. QUIKTRIP 651, ST LOUIS
3. AUTO SPA ETC, ELLISVILLE
4. QUIKTRIP 623, ST CHARLES
5. WALLIS PETROLEUM 533, AFFTON
6. HUCKS FOOD STORE 264, FLOISSANT
7. QUIKTRIP 644, MARYLAND HEIGHTS
8. GAS MART 45, AFFTON
9. BREAK TIME 3125, POPLAR BLUFF
10. LEMAY BP, ST LOUIS

**CLUB Keno**  
**Bonus Hours Promotion**  
 DECEMBER 6, 13, 20 & 27 • 4-7 P.M.

**INCREASED PRIZES!**  
**4-7 P.M.**  
**EVERY FRIDAY IN DECEMBER!**

A player favorite is back! With Keno Bonus Hours, your customers will have the chance to win increased prizes each Friday in December when they make a qualifying purchase of a 10-draw (multi-draw) Club Keno ticket between the hours of 4-7 p.m.

**Fun Fact:** 79.6% of Keno tickets purchased during September's Keno Bonus Hours qualified for the promotion, up from 35.5% just a year ago. That means Keno players are enjoying the extra winnings, and therefore, increasing their spend at retail during promotional hours.

**GIFT RESPONSIBLY**  
 Lottery Tickets Aren't Child's Play

## Lottery Makes a Great Gift!

Encourage your customers to give the gift of joy this holiday season! Missouri Lottery holiday Scratchers and Draw Games as Gifts coupons make the perfect gift, stocking stuffer, gift tag or party favor for anyone 18 and older on your shopping list!

Remember: Lottery is the best gift idea, when you have no idea!

## December Calendar

- DEC. 1** New Rewards Available for *My Lottery*® Members
- DEC. 3** "Scratch Big, Win Big" Monthly Drawing
- DEC. 6** "Keno Bonus Hours" from 4-7 p.m.
- DEC. 11** Monthly Drawings in Points for Drawings™
- DEC. 12** "Holiday Adventure" Second-Chance Promotion - Drawing #2
- DEC. 13** "Keno Bonus Hours" from 4-7 p.m.
- DEC. 20** "Keno Bonus Hours" from 4-7 p.m.
- DEC. 25** Holiday, All Lottery Offices Closed
- DEC. 27** "Keno Bonus Hours" from 4-7 p.m.
- DEC. 30** MO Money Monday - New Ticket Delivery

Next MO Money Monday:  
 Jan. 27, 2025

## Monthly Proceeds Provided to Education

The November transfer of Lottery proceeds to education was approximately \$25.6 million. Based on ticket sales in October, that brings the total profits transferred so far in FY25 to \$136.6 million.

**MAKING A DIFFERENCE**  
**\$136.6 MILLION**  
 FOR MISSOURI STUDENTS  
 FY25: JULY 1, 2024 - JUNE 30, 2025  
 PROVIDED FOR EDUCATION SINCE JULY

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)

