



# RETAILER CONNECTION

February  
2024

**\$10** MISSOURI LOTTERY

# 100X THE MONEY

WIN UP TO \$1,000,000!

WINNING NUMBERS  
**XXXXXX**

YOUR NUMBERS

OVER \$30 MILLION IN PRIZES!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a "5X" symbol, win 5 TIMES the prize. Reveal a "10X" symbol, win 10 TIMES the prize. Reveal a "20X" symbol, win 20 TIMES the prize. Reveal a "50X" symbol, win 50 TIMES the prize. Reveal a "100X" symbol, win 100 TIMES the prize.

Earn Rewards. See back for details.

**\$10**  
100X The Money  
\$1 million top prize



**\$5** MISSOURI LOTTERY

# Frogger

WIN UP TO \$100,000

LEGEND  
 → GO RIGHT   ← GO LEFT   ↑ GO UP   FIND 3   FIND 3   FIND 3   X GAME OVER

SEE BACK FOR PLAY INSTRUCTIONS PLUS EARN REWARDS!

**\$5**  
Frogger  
\$100,000 top prize



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**\$2** MISSOURI LOTTERY

# MONEY MATCH MULTIPLIER

OVER 100 PRIZES FROM \$1,000 TO \$25,000!

Match any of YOUR NUMBERS to either WINNING NUMBER, win prize shown. If you win, multiply your prize by the MULTIPLIER number for that GAME.

WIN UP TO \$25,000!

Earn Rewards. See back for details.

**\$2**  
Money Match  
Multiplier  
\$25,000 top prize



New games  
sell 20-30%  
faster than  
older games!

## MO Money Monday

A new trio of Scratchers games is on its way this MO Money Monday, Feb. 26.

- Leap into higher sales when you display these new games upon arrival.
- You'll 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

A total of 244 retailers sold more than \$1 million in Lottery tickets during the last calendar year! We thank each of you for your work in helping fund education programs for Missouri students.

Congratulations to this first group of 2023 Million Dollar Club retailers! (More 2023 MDC members will be printed in the next *Retailer Connection*.)



- 7-ELEVEN 27838C, ST. LOUIS
- ALTA CONVENIENCE 6504, ST. LOUIS
- ALTA CONVENIENCE 6511, FLORISSANT
- ALTA CONVENIENCE 6527, WENTZVILLE
- ALTA CONVENIENCE 6572, BERKELEY
- ALTA CONVENIENCE 6574, LAKE ST. LOUIS
- APPLEMARKET 70, KANSAS CITY
- AUTO SPA ETC, ELLISVILLE
- AYERCO 25, TAYLOR
- BELLEFONTAINE BP, ST. LOUIS
- BEVERLY HILLS SUPERMARKET, ST. LOUIS
- BLACK JACK LIQUOR, BLACK JACK
- BREAK TIME 3118, JEFFERSON CITY
- BREAK TIME 3125, POPLAR BLUFF
- BREAK TIME 3133, SIKESTON
- BUGZY'S, SULLIVAN\*
- CAR-MAC'S, HOLLAND
- CASEYS 1137, FARMINGTON
- CHARLIE'S FOOD MART, SPANISH LAKE\*
- CHEROKEE PASS MOBIL, FREDERICKTOWN\*
- CIRCLE K 1616, ST. ANN
- CIRCLE K 1637, OFALLON
- CIRCLE K 1641, ST. CHARLES
- CIRCLE K 1644, ST. CHARLES
- CROWNWAY MART #2, ST. ANN
- DIERBERGS-BOGEY HILLS 09, ST. CHARLES
- DIERBERGS-DEER CREEK 17, OFALLON\*
- DIERBERGS-FLORISSANT 10, FLORISSANT
- DIERBERGS-LEMAY 08, ST. LOUIS
- DIERBERGS-MACKENZIE POINTE 13, ST. LOUIS
- DIERBERGS-TELEGRAPH 14, ST. LOUIS

- DIERBERGS-WEST OAK 02, CREVE COEUR
- DIERBERGS-WENTZVILLE CROSSING 23, WENTZVILLE\*
- DISCOUNT SMOKE & LIQUOR, PINEVILLE\*
- DUNN MART, FLORISSANT
- EXPRESS MART-FESTUS WEST, FESTUS
- FASTGAS 4, ST. JOSEPH
- FASTLANE CENTRAL 24, WARRENTON
- FASTLANE MUEGGE 40, ST. CHARLES
- FAS-TRIP 102, WASHINGTON
- FAS-TRIP 105, UNION
- FAS-TRIP 107, WASHINGTON
- FAS-TRIP 108, WASHINGTON
- GAS MART 12, ST. LOUIS
- GAS MART 14, ST. LOUIS\*
- GAS MART 26, ST. LOUIS
- GAS MART 30, WEST ALTON
- GAS MART 31, WEST ALTON
- GAS MART 36, ST. LOUIS
- GAS MART 4, JENNINGS
- GAS MART 45, AFFTON
- GERBES 118, JEFFERSON CITY
- GOOD TIME, ST. LOUIS
- GOODTIMES 3, JENNINGS
- HALLS FERRY FUEL & FOOD, FLORISSANT
- HANLEY HILLS GROCERY & LIQUOR, ST. LOUIS
- HARMON TIRE CO, RAYMORE
- HARPS FOOD STORE 209, JACKSON
- HAZELWOOD 66, HAZELWOOD
- HUCKS FOOD STORE 222, ST. PETERS
- HUCKS FOOD STORE 252, ST. LOUIS\*
- HUCKS FOOD STORE 264, FLORISSANT
- HUCKS FOOD STORE 271, CAPE GIRARDEAU

- HY-VEE 1261, INDEPENDENCE
- HY-VEE 1322, KANSAS CITY
- HY-VEE 1380, LEES SUMMIT
- HY-VEE 1542, RAYTOWN
- HY-VEE 1552, ST. JOSEPH
- HY-VEE 1845, WARRENSBURG
- HY-VEE GAS 1261, KANSAS CITY\*
- HY-VEE GAS 1381, LEES SUMMIT
- JACKSON ZX, JACKSON\*
- JB HAWK, SIKESTON
- JENNINGS CONVENIENCE CTR, JENNINGS
- JOEL'S BENTON PARK BP, ST. LOUIS
- KING'S LIQUOR BEER WINE CIGARETTES & MORE, ST. LOUIS
- KINGS LIQUOR MART, ST. LOUIS
- KUM & GO 561, SPRINGFIELD
- LMC CONVENIENCE STORE, WAYNESVILLE
- MARSH'S SUN FRESH, KANSAS CITY
- MIDWAY LITTLE GENERAL, COLUMBIA
- MILLENNIUM SUPER STORE 1, KANSAS CITY
- MOSER'S FOODS 9, COLUMBIA
- MPC 7, ST. LOUIS
- MPC 99, HAZELWOOD
- MR. T'S LIQUOR STORE, CARDWELL
- NEIGHBORS MARKET, ST. LOUIS
- NEW HALLS FERRY PIT STOP, FLORISSANT
- ON THE RUN 300, FESTUS
- ON THE RUN 606, CHARLACK
- ON THE RUN 610, CREVE COEUR
- ON THE RUN 611, FLORISSANT
- ON THE RUN 613, ST. LOUIS
- ON THE RUN 614, OLIVETTE
- ON THE RUN 624, ST. LOUIS
- OSAGE MINI MART, WARSAW
- PATTERSON PHILLIPS 66, FLORISSANT\*

\*First time MDC members

# LOTTO FREE PLAY WEDNESDAYS

Your customers could score FREE Lotto tickets every Wednesday in February! With "Lotto Free Play Wednesdays," they'll get to try Lotto for free when they make a qualifying \$5 purchase.

A message will also display at the bottom of each qualifying ticket, so your staff and customers know that a free promotional ticket automatically follows.

**FEB. 7** Purchase a \$5  
**PICK 3**

**FEB. 21** Purchase a \$5  
**SHOW ME CASH**

and receive a  
**FREE \$1**

**FEB. 14** Purchase a \$5  
**pick 4**

**FEB. 28** Purchase a \$5  
**LOTTO**

**LOTTO**

## Lotto is Missouri's Millionaire Game

- Two plays for just \$1
- Drawings every Wednesday and Saturday evening
- \$1 million starting jackpots
- Lotto Doubler randomly doubles non jackpot winnings – and it's free!

## 2023 Keno Crown Club Members

Congratulations to these Lottery retailers who sold more than \$250,000 in Club Keno tickets in 2023! Together, their Keno sales provided more than \$1.1 million to Missouri public education.



- BUCKETS BAR & GRILL, BLUE SPRINGS
- BUFFALO WILD WINGS GRILL & BAR, BALLWIN
- DJ'S HANGOUT, RAYTOWN
- DYLAN'S SPORTS BAR/GRILL, ARNOLD
- GRUMPY'S, SPRINGFIELD
- JERRY'S, FLORISSANT
- PLAYERS RESTAURANT, WARRENSBURG

- STERLING BOWL, SUGAR CREEK
- THE HIDEAWAY BAR & GRILL, WARRENSBURG
- THE RUNAWAY LOUNGE, KANSAS CITY
- TRUEMANS PLACE, FENTON
- VFW 6274, BALLWIN
- WALSH'S CORNER COCKTAILS, KANSAS CITY

## New Keno Playslips!

Club Keno playslips have now been updated, thanks to feedback at retail. The new playslips were recently distributed, and you may begin using them right away.

The old Keno playslips will eventually be phased out, but they will continue to work for the time being.

**Drawings Every Four Minutes!**  
More Than 300 Chances to Win \$1 Million Every Day

1. Select how many Spots (numbers) you wish to play.

1 2 3 4 5 6 7 8 9 10

2. Select your numbers, or choose Quick Pick.

1 2 3 4 5 6 7 8 9 10  
11 12 13 14 15 16 17 18 19 20  
21 22 23 24 25 26 27 28 29 30  
31 32 33 34 35 36 37 38 39 40  
41 42 43 44 45 46 47 48 49 50  
51 52 53 54 55 56 57 58 59 60  
61 62 63 64 65 66 67 68 69 70  
71 72 73 74 75 76 77 78 79 80

QUICK PICK

3. Select number of drawings you wish to play.

1 2 3 4 5 10 20

4. Select dollar amount you want to play per drawing.  
Total Cost = Number of Drawings X Dollar Amount

1 2 3 4 5 10 20

5. OPTIONAL ADD-ON FEATURES  
Select 1 only by marking "YES," or you may leave blank.

<b>MULTIPLIER</b>	<b>BULLS-EYE</b>	<b>DOUBLE BULLS-EYE</b>
YES	YES	YES
Multiply your win! Total Ticket cost doubles.	Match the red Bulls-Eye to win more! Total Ticket cost doubles.	Match either both Bulls-Eyes to win even more! Total Ticket cost triples.

INSERT FACE UP.

## Coming Soon: Do the Right Thing

Thank you for the work you do to maintain the integrity of Lottery games. In turn, these efforts also help instill further confidence and loyalty in your business, too.

Your Lottery Sales Rep will reach out soon to review your implementation of best practices in three main categories:

- Supplies and Selling
- Cashing
- Responsible Gaming

# DO THE RIGHT THING

Retailer Integrity & Responsibility Program

## Minimize Opportunities for Scammers

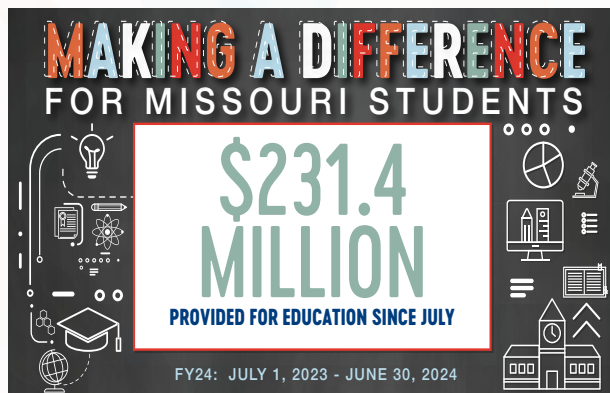
In coordination with Scams Awareness Month, we'd like to share the following tips to help protect you and your business from potential scams.

- ▶ Track Scratchers sales and inventory by game, pack and tickets numbers, and record daily.
- ▶ Secure Scratchers tickets, as well as Draw Games ticket stock.
- ▶ Safeguard your Draw Games terminal password.
- ▶ Lock your terminal when it's unattended.
- ▶ Run only a few Draw Games tickets at a time when players ask for large amounts, and ask for payment throughout the process – especially near draw breaks.
- ▶ Do not accept EBT payment for Lottery tickets.
- ▶ Restrict employees who are convicted felons from handling Lottery games.



## Monthly Proceeds Provided to Education

Based on December sales, the January transfer of Lottery proceeds to education was approximately \$37.2 million. FY24 Lottery profits transferred so far are more than \$231.4 million.



## February Calendar

FEB. 1	New Rewards Available for <i>My Lottery</i> ® Members
FEB. 7	"Scratch Big, Win Big" Monthly Drawing
FEB. 7	"Lotto Free Play" Wednesday
FEB. 12	Lincoln's Birthday; Missouri Lottery offices closed
FEB. 14	"Lotto Free Play" Wednesday
FEB. 14	Monthly drawings in Points for Drawings™
FEB. 19	Presidents' Day; Missouri Lottery offices closed
FEB. 21	"Lotto Free Play" Wednesday
FEB. 26	MO Money Monday New Ticket Delivery
FEB. 28	"Lotto Free Play" Wednesday
Next MO Money Monday: March 25, 2024	

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)

