



# RETAILER CONNECTION

July  
2024



**\$10**  
\$1,000,000 Winnings  
\$1 million top prize



**\$1**  
Hot 7s  
\$7,777 top prize



## MO Money Monday: July 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.



## TOP RETAILERS BY GAME



Each month, we're shining a spotlight on our top selling retailers for specific Draw Games. This month's featured game is Powerball, with the top 10 retailers listed according to Lottery region. Congratulations to each of you for your strong Powerball sales!

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

1. PHIL-MART, SALEM
2. OSAGE MINI MART, WARSAW
3. LMC CONVENIENCE STORE, WAYNESVILLE
4. HY-VEE 1076, COLUMBIA
5. AYERCO 22, HANNIBAL
6. QUIKTRIP 661, COLUMBIA
7. SCHULTE'S FRESH FOODS, JEFFERSON CITY
8. AYERCO 25, TAYLOR
9. HY-VEE 1081, COLUMBIA
10. HAYMAKERS 785, TAYLOR

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

1. MACADOODLES, PINEVILLE
2. KUM & GO #1481, SPRINGFIELD
3. PLAZA GAS, OZARK
4. PRICE CUTTER PLUS 50, SPRINGFIELD
5. PRICE CUTTER PLUS 51, SPRINGFIELD
6. KUM & GO 465, SPRINGFIELD
7. DISCOUNT SMOKE & LIQUOR, PINEVILLE
8. KUM & GO 441, HOLLISTER
9. HY-VEE 1641, SPRINGFIELD
10. KUM & GO 1435, FAIR GROVE

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

1. RED X, RIVERSIDE
2. QUIKTRIP 221, KANSAS CITY
3. PRICE CHOPPER 900, PARKVILLE
4. QUIKTRIP 178, KANSAS CITY
5. QUIKTRIP 222, KANSAS CITY
6. QUIKTRIP 228, N. KANSAS CITY
7. QUIKTRIP 208, LEE'S SUMMIT
8. QUIKTRIP 170, RIVERSIDE
9. QUIKTRIP 278, KANSAS CITY
10. QUIKTRIP 179, PLEASANT VALLEY

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

1. QUIKTRIP 670, FLORISSANT
2. QUIKTRIP 647, RICHMOND HEIGHTS
3. QUIKTRIP 641, ST. LOUIS
4. QUIKTRIP 602, ST. CHARLES
5. QUIKTRIP 640, O'FALLON
6. QUIKTRIP 639, ST. LOUIS
7. QUIKTRIP 623, ST. CHARLES
8. DIERBERGS-FLORISSANT 10, FLORISSANT
9. QUIKTRIP 642, FENTON
10. WALLIS PETROLEUM 514, ARNOLD



# Congratulations, Million Dollar Club Members!

Million Dollar Club celebrations began earlier this summer, recognizing retailers who sold \$1 million or more in Lottery products during calendar year 2023. Overall, there were 244 MDC retailers. More celebrations will be included in future issues of the *Retailer Connection*.



Retailer	Address	Contribution to Education
Moser's Foods 9	900 N. Keene St., Columbia	\$288,595
Plaza Gas	640 E. South St. Ozark	\$289,211
Price Chopper 21	500 N.E. Barry Road, Kansas City	\$371,524
Price Chopper 171	251 S.W. Greenwich Drive, Lee's Summit	\$244,031
Schulte's Fresh Foods	1904 Southwest Blvd., Jefferson City	\$323,313



Moser's Foods 9



Plaza Gas



Price Chopper 21



Price Chopper 171



Schulte's Fresh Foods



## Increase Sales with Quarterly Reviews

Your Lottery sales representative (LSR) will soon have your customized quarterly report ready for review. These personalized reviews:

- Provide insights into your unique sales situation
- Help identify solutions to boost your Lottery sales

Make sure you're taking advantage of all the tools available by using the information in these reports to increase your profits.

## Drawing Days and Times

These handy cards are available to easily see when drawings occur for each Missouri Lottery Draw Game. Let your LSR know if you need a new one for your business.



## It's National Lottery Day!

©2024 Missouri Lottery Commission. Show Me Cash® is a registered trademark. Cash Pop™ is a registered trademark of IGT Global Solutions Corporation.

**July 17, 2024**  
Purchase a \$5 **SHOW ME CASH** single ticket & receive a **FREE CASH POP** (\$1 value)

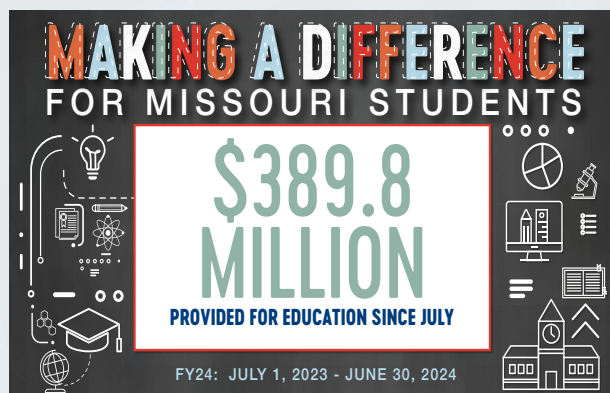
**ONE DAY ONLY**

\*The qualifying purchase cannot include an add-on to meet the purchase amount. Free Cash Pop tickets will not print during the draw breaks.

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 June transfer of Lottery proceeds to education was approximately \$30.8 million. Based on ticket sales in May, this brings the total Lottery profits transferred in FY24 to approximately \$389.8 million



## July Calendar

<b>JULY 1</b>	New Rewards Available for <i>My Lottery</i> ® Members
<b>JULY 2</b>	"Scratch Big, Win Big" Monthly Drawing
<b>JULY 4</b>	Holiday, All Lottery Offices Closed
<b>JULY 12</b>	Monthly Transfer of Lottery Proceeds to Education
<b>JULY 17</b>	Monthly Drawings in Points for Drawings™
<b>JULY 17</b>	"National Lottery Day" One-Day Promotion
<b>JULY 25</b>	"Choose Your Dream Adventure" Summer Promotion - Drawing #2
<b>JULY 29</b>	MO Money Monday
<b>Next MO Money Monday: Aug. 26, 2024</b>	

**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)



MO Lottery Official



MO Lottery Official



Missouri Lottery