



# RETAILER CONNECTION

March  
2024

**\$20** MISSOURI LOTTERY

**\$100**  
**\$200**

**LOADED EXCLUSIVELY WITH \$100 AND \$200 PRIZES!**

WINNING NUMBERS  
YOUR NUMBERS

OVER \$30 MILLION IN \$100 AND \$200 PRIZES!

Match any of YOUR NUMBERS to any WINNING NUMBER, win prize shown. Reveal a "🍀" symbol, win prize automatically.

Earn Rewards. See back for details.

**\$20**  
**\$100 & \$200**  
Loaded with \$100 & \$200 prizes



6 49148 00456 5

**\$5** MISSOURI LOTTERY

**SILVER**  
**7s**

PRIZE  
PRIZE  
PRIZE  
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PRIZE  
PRIZE

**LOADED WITH \$77 PRIZES!**

Reveal a "7s", win prize shown.  
Reveal a "77", win DOUBLE the prize.  
Reveal a "🍀", WIN ALL 15 PRIZES!

**WIN UP TO \$77,777**

Earn Rewards. See back for details.

**\$5**  
**Silver 7s**  
\$77,777 top prize



6 49148 00459 6

**\$1** MISSOURI LOTTERY

**10X**

WINNING NUMBERS  
YOUR NUMBERS

PRIZE  
PRIZE  
PRIZE  
PRIZE  
PRIZE

Match any of YOUR NUMBERS to either WINNING NUMBER, win prize shown.  
Reveal a "2X", "5X" or "10X", win 2, 5 or 10 TIMES the prize.

**WIN UP TO \$5,000!**

Earn Rewards. See back for details.

**\$1**  
**10X**  
\$5,000 top prize



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## MO Money Monday

The next MO Money Monday brings in new games at the \$20, \$5 and \$1 price points, available on March 25.

- Want to earn a \$25 bonus? **Confirm/activate** each pack of new tickets AND **validate/cash** a ticket from each new game by midnight the day after delivery.



\*10X<sup>SM</sup> used with permission of the Multi-State Lottery Association

# Million Dollar Club, Class of 2023

It's time to see the next group of businesses, who were among the 244 Missouri Lottery retailers to achieve at least \$1 million in Lottery sales in 2023. (The final group of MDC members will be printed in the next *Retailer Connection*.)



Thank you for helping us Play It Forward for Missouri education!

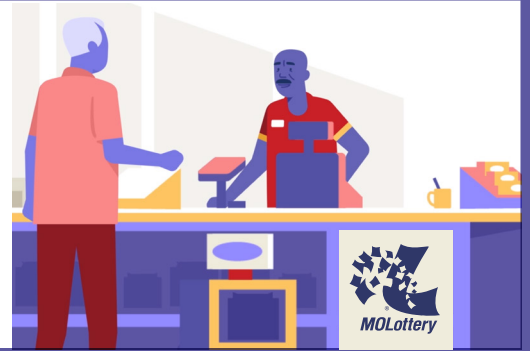
- PHIL-MART, SALEM
- PLAZA GAS, OZARK
- PRICE CHOPPER 100, INDEPENDENCE
- PRICE CHOPPER 102, KANSAS CITY
- PRICE CHOPPER 104, BLUE SPRINGS
- PRICE CHOPPER 105, KANSAS CITY
- PRICE CHOPPER 106, KANSAS CITY
- PRICE CHOPPER 11, KANSAS CITY
- PRICE CHOPPER 120, LIBERTY
- PRICE CHOPPER 157, LEES SUMMIT
- PRICE CHOPPER 171, LEES SUMMIT\*
- PRICE CHOPPER 21, KANSAS CITY
- PRICE CHOPPER 359, BELTON
- PRICE CHOPPER 400, INDEPENDENCE
- PRICE CHOPPER 650, INDEPENDENCE
- PRICE CHOPPER 900, PARKVILLE
- PRICE CUTTER 20, SPRINGFIELD
- PRICE CUTTER PLUS 50, SPRINGFIELD
- QUIKTRIP 150, OAK GROVE
- QUIKTRIP 152, INDEPENDENCE
- QUIKTRIP 153, N KANSAS CITY\*
- QUIKTRIP 156, RAYTOWN
- QUIKTRIP 168, KANSAS CITY
- QUIKTRIP 169, KANSAS CITY\*
- QUIKTRIP 170, RIVERSIDE
- QUIKTRIP 171, BELTON\*
- QUIKTRIP 176, KANSAS CITY\*
- QUIKTRIP 178, KANSAS CITY
- QUIKTRIP 179, PLEASANT VALLEY
- QUIKTRIP 190, KANSAS CITY
- QUIKTRIP 197R, KANSAS CITY
- QUIKTRIP 202, INDEPENDENCE\*
- QUIKTRIP 204, KANSAS CITY\*
- QUIKTRIP 205, INDEPENDENCE
- QUIKTRIP 208, LEES SUMMIT
- QUIKTRIP 209, RAYTOWN
- QUIKTRIP 216, INDEPENDENCE
- QUIKTRIP 218, KANSAS CITY
- QUIKTRIP 221, KANSAS CITY
- QUIKTRIP 222, KANSAS CITY
- QUIKTRIP 224, KANSAS CITY
- QUIKTRIP 227, KANSAS CITY
- QUIKTRIP 228, N KANSAS CITY
- QUIKTRIP 234, KANSAS CITY\*
- QUIKTRIP 238, KANSAS CITY\*
- QUIKTRIP 278, KANSAS CITY\*
- QUIKTRIP 601, BEL RIDGE
- QUIKTRIP 602, ST. CHARLES\*
- QUIKTRIP 604, ST. PETERS\*
- QUIKTRIP 605, BELLEFONTAINE
- QUIKTRIP 607R, ST. JOHN
- QUIKTRIP 608, ST. PETERS
- QUIKTRIP 609, ST. LOUIS
- QUIKTRIP 610, MAPLEWOOD
- QUIKTRIP 612, BERKELEY
- QUIKTRIP 614, ST. LOUIS\*
- QUIKTRIP 615, HAZELWOOD\*
- QUIKTRIP 620, UNIVERSITY CITY\*
- QUIKTRIP 623, ST. CHARLES
- QUIKTRIP 624, ST. LOUIS\*
- QUIKTRIP 625, OVERLAND
- QUIKTRIP 627, FLORISSANT
- QUIKTRIP 628R, ST. LOUIS
- QUIKTRIP 630, OVERLAND\*
- QUIKTRIP 635, ST. ANN
- QUIKTRIP 636, ST. LOUIS
- QUIKTRIP 637, ST. LOUIS
- QUIKTRIP 638R, ST. LOUIS
- QUIKTRIP 639, ST. LOUIS
- QUIKTRIP 640, OFALLON\*
- QUIKTRIP 641, ST. LOUIS\*
- QUIKTRIP 643, OFALLON\*
- QUIKTRIP 644, MARYLAND HEIGHTS\*
- QUIKTRIP 647, RICHMOND HEIGHTS
- QUIKTRIP 648, ST. LOUIS
- QUIKTRIP 649, GREEN PARK\*
- QUIKTRIP 650R, HAZELWOOD
- QUIKTRIP 651, ST. LOUIS
- QUIKTRIP 658, ST. LOUIS
- QUIKTRIP 659, BRIDGETON
- QUIKTRIP 664, BRIDGETON
- QUIKTRIP 665, OVERLAND
- QUIKTRIP 668, ST. LOUIS
- QUIKTRIP 670, FLORISSANT
- QUIKTRIP 671, ST. LOUIS
- QUIKTRIP 676R, FERGUSON
- QUIKTRIP 679, ST. LOUIS\*
- QUIKTRIP 687R, ST. LOUIS
- RAYMORE PRICE CHOPPER 285, RAYMORE
- RED X, RIVERSIDE
- REEVES BOOMLAND, CHARLESTON
- REEVES BOOMLAND #2, BENTON
- SCHNUCKS MARKET 102, ST. LOUIS\*
- SCHNUCKS MARKET 105, ST. LOUIS
- SCHNUCKS MARKET 106, BALLWIN
- SCHNUCKS MARKET 107, ST. LOUIS
- SCHNUCKS MARKET 110, ST. PETERS
- SCHNUCKS MARKET 111, ST. CHARLES
- SCHNUCKS MARKET 113, ST. LOUIS
- SCHNUCKS MARKET 117, MARYLAND HEIGHTS
- SCHNUCKS MARKET 118, ST. LOUIS
- SCHNUCKS MARKET 122, HIGH RIDGE
- SCHNUCKS MARKET 127, ARNOLD
- SCHNUCKS MARKET 129, OFALLON
- SCHNUCKS MARKET 137, ST. LOUIS
- SCHNUCKS MARKET 141, ST. LOUIS
- SCHNUCKS MARKET 143, ST. LOUIS
- SCHNUCKS MARKET 149, ST. LOUIS
- SCHNUCKS MARKET 173, TWIN OAKS
- SCHNUCKS MARKET 176, ST. CHARLES\*
- SCHNUCKS MARKET 191, BRIDGETON
- SCHNUCKS MARKET 192, ST. LOUIS
- SCHNUCKS MARKET 193, ST. LOUIS
- SCHNUCKS MARKET 198, FLORISSANT
- SCHNUCKS MARKET 206, FLORISSANT
- SCHNUCKS MARKET 218, ST. LOUIS
- SCHNUCKS MARKET 225, MAPLEWOOD
- SCHNUCKS MARKET 227, ST. LOUIS
- SCHNUCKS MARKET 231, ST. LOUIS
- SCHNUCKS MARKET 258, ST. LOUIS
- SCHNUCKS MARKET 266, ST. LOUIS
- SCHNUCKS MARKET 272, ST. LOUIS
- SCHNUCKS MARKET 276, FLORISSANT
- SCHNUCKS MARKET 731, FESTUS
- SCHULTE'S FRESH FOODS, JEFFERSON CITY
- SIKESTON KWIK STOP INC, SIKESTON
- SOUTH TOWN 66, ST. LOUIS\*
- SPIRITS PLUS, ST. LOUIS
- STELMACKI SUPER MKT, MOLINE ACRES

\*First time MDC members

# Problem Gambling Awareness Month

Our goal is to have lifelong Lottery customers who play at levels they can enjoy and afford. In fact, when people gamble more than they should, we may actually lose them as customers.

That's why it's important that both retailers and their customers know there are resources for free help if playing the Lottery becomes more than just a game.



## If you see signs of problem gambling:

- Chasing Losses
- Spending more to achieve the same level of excitement
- Lying about how much they play

## Use these tools:

- Bets Off brochures in play center
- Print-out from Lottery Terminal



# Do the Right Thing

In an upcoming visit, your Lottery sales representative (LSR) will go over new materials for the Lottery's "Do the Right Thing" program.

They will share best practices for handling payment for Lottery tickets, verifying your Scratchers inventory, cashing winning tickets, responsible gaming tools and more.

After all, it's easier to grow retail sales and commissions when all employees consistently use established procedures.



**BONUS HOURS PROMOTION**

MARCH 1, 8, 15, 22 & 29, 2024 • 4-7 P.M.

# Keno Bonus Hours are Back!

From c-stores and grocery stores to bars and restaurants, Keno players love the Keno Bonus Hours promotion. The quarterly promo is back, offering increased prizes for three hours each Friday in March.

During the last Bonus Hours in December, the following retailers sold tickets with big Keno wins, and their customers got the benefit of seeing their prizes grow larger – thanks to Keno Bonus Hours.

Date of Win (2023)	Retail Location	Amount Won	Ticket
Dec. 22	Timber Creek Grill, O'Fallon	\$5,310.00	6-Spot with Bulls-Eye
Dec. 15	Chappell's Restaurant, North Kansas City	\$37,500.00	10-Spot with Bulls-Eye
Dec. 15	Landing Eatery and Pub, Liberty	\$9,741.00	7-Spot
Dec. 15	Biggins Sports Bar & Grill, St. Joseph	\$5,338.00	6-Spot with Bulls-Eye
Dec. 1	Memoreze at JR's Saloon, St. Louis	\$7,552.00	7-Spot
Dec. 1	Loose Brick Bar, Shelbina	\$19,373.00	7-Spot with Bulls-Eye
Dec. 1	Fraternal Order of Eagles 3684, Viburnum	\$6,750.00	8-Spot with Double Bulls-Eye®

## Car-Mac's: 2023 Top Lottery Retailer

Congratulations to Car-Mac's, 85 Highway O, in Holland. A family-owned and operated convenience store and gas station in Pemiscot County, Car-Mac's was the top-selling Missouri Lottery retailer in 2023.

In just the last year alone, Lottery sales at Car-Mac's provided more than \$731,000 for public education in Missouri. They also sold winning tickets that held more than \$1.7 million in prizes for their customers.



**St. Patrick's Day**  
**March 15 - 17, 2024**

Purchase a \$6 **CASH 4LIFE** single ticket\* & receive a **FREE \$2 SHOW ME CASH** EZMatch

**ALL WEEKEND LONG**

\*The qualifying purchase cannot include an add-on to meet the purchase amount. Free Show Me Cash tickets will not print during draw breaks. Coupons cannot be used in conjunction with this promotion. The Missouri Lottery reserves the right to end the promotion at any time.

## Confirm Scratchers Upon Delivery

Smart Tip: **Always** confirm your Scratchers tickets immediately upon arrival. Simply locate the paper included in the shipping box and scan it on your terminal.



## Monthly Proceeds Provided to Education

The February transfer of Lottery proceeds to education was approximately \$28.5 million. Based on ticket sales in January, this brings total Lottery profits transferred so far in FY24 to more than \$260 million.

**MAKING A DIFFERENCE FOR MISSOURI STUDENTS**

**\$260 MILLION**  
 PROVIDED FOR EDUCATION SINCE JULY

FY24: JULY 1, 2023 - JUNE 30, 2024

## March Calendar

<b>MARCH 1</b>	New Rewards Available for <i>My Lottery</i> ® Members
<b>MARCH 5</b>	"Scratch Big, Win Big" Monthly Drawing
<b>MARCH 13</b>	Monthly Drawings in Points for Drawings™
<b>MARCH 15</b>	Monthly Transfer of Lottery Proceeds to Education
<b>MARCH 15</b>	St. Patrick's Day Weekend-Long Promotion
<b>MARCH 16</b>	St. Patrick's Day Weekend-Long Promotion
<b>MARCH 17</b>	St. Patrick's Day Weekend-Long Promotion
<b>MARCH 25</b>	MO Money Monday New Ticket Delivery
<b>Next MO Money Monday: April 29, 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)

