



RETAILER CONNECTION

May
2024



\$50
\$5,000,000 Fortune
\$5 million top prize



New Ticket Delivery

It's on its way! Our newest \$50 Scratchers game starts on Tuesday, May 28*. The launch will also include new \$5 and \$1 games.

- 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.

*New ticket delivery will be on Tuesday, following Monday's Memorial Day holiday.



\$1
Cool \$50s
\$2,500 top prize



\$5
50X the Win
\$100,000 top prize



LOTTERY PLAYERS DREAM UP THEIR OWN TRIPS OF A LIFETIME

CHOOSE YOUR *Dream* ADVENTURE — SUMMER PROMOTION —



This summer's "Choose Your Dream Adventure" second-chance promotion will allow winners to translate their dreams into reality as they design their very own dream trips of a lifetime!

Starting May 13, Lottery players will have a chance to win with every \$10 worth of Scratchers or Draw Games tickets entered into their Players Club accounts. On each of the three drawing dates, we'll award:

- One "Dream Vacation" Winner – one-on-one planning with a travel specialist to create a trip of a lifetime, valued up to \$40,000! (taxes paid)
- 10 "Dream Green" Winners – \$1,000 cash (taxes paid)

In addition, "Weekly Cash" drawings will be held throughout the promotion, providing 50 prizes of \$300 each and every week.

What's in it for retailers? The more your customers play our games throughout the promotional period, the more chances you have to win in two separate retailer contests:

- **Dollar Sales Increase** – The top two retailers on each route with the highest increase in combined total dollar amount of Scratchers and Draw Games sales over their 13-week base average will receive a travel-themed merchandise item.
- **Percentage Sales Increase** – The top 10 retailers on each route with the greatest percentage increase in combined total Scratchers and Draw Games sales over their 13-week base average will receive a Lottery-themed merchandise prize.

New \$50 Game Offers Prizes Starting at \$75

Our newest \$50 Scratchers game, "\$5,000,000 Fortune," comes out on Tuesday, May 28, offering:

- Prizes starting at \$75
- Over \$240 million in total prizes
- Chance to win up to \$5 million
- Four "Bonus Spot" play areas
- Chance to win up to 39 times on a single ticket
- Loads of prizes from \$200 to \$1,000
- Dimension™ 3D look

The new game will also join the list of \$30 and \$50 Scratchers eligible for the monthly "Scratch Big, Win Big" promotion. Every month, these drawings award 10 winners with prizes of \$500 each.

Note: Display cards will be included in your shipping box, not in the pack. If you don't receive one, please contact your ISR or LSR.



Events Celebrate Top Keno Sellers

Celebrations are underway for retailers who made the Keno Crown Club by selling \$250,000 or more in Club Keno last calendar year. These retailers were recognized with onsite events and promotions, which were a fun way to say thank you and have fun with their customers. Check out the dollars sent to education from Keno sales at these locations!



Retailer	Address	Contribution to Education
Buffalo Wild Wings	15425 Manchester Road, Ballwin	\$65,771
DJ's Hangout	10002 E. 63rd Terrace, Raytown	\$65,509
Grumpy's	3455 S. Campbell Ave., Springfield	\$68,038
Jerry's	2182 N. Waterford, Florissant	\$69,105
Players Restaurant	627 E. Russell Ave., Warrensburg	\$102,409



Buffalo Wild Wings



DJ's Hangout



Grumpy's



Jerry's



Players Restaurant

Which Games are Eligible for Credit?

The number one rule on your Lottery terminal is: "Pay, then play!" You should always confirm the cost on your terminal and collect payment before printing Draw Games tickets. This is especially important when a player requests multiple tickets at one time.

Occasionally, equipment that malfunctions or a damaged ticket could still come into play. If that happens, here's what you need to know about which tickets are eligible for credit and how to properly submit your request. If you have questions or need additional cards like the one shown here, please contact your Lottery Sales Representative.

If you have a damaged ticket that qualifies for credit:

- DO NOT INQUIRE on the ticket, as this will automatically make it ineligible for credit. This includes inquiring on the terminal, Check-A-Ticket machine or the Lottery's mobile app.
- Keep and submit all torn and/or illegible pieces of the damaged ticket.
- Record all details of incident – including date, time, game and amount.
- Submit the ticket to your LSR within eight weeks of the ticket print date so that they can complete an adjustment form to submit with the damaged ticket.

TICKETS CONSIDERED FOR CREDIT

Draw Games \$5 and above, that CANNOT be canceled:
Powerball® – Mega Millions® – Cash4Life® – Cash Pop™

Promotional Tickets:

MUST submit free ticket WITH accompanying Draw Games, \$5 and above

Damaged Draw Games:
Paper jams, cuts, misprints

Damaged Scratchers® & Draw Games:
Dispensed from vending machines

NO CREDIT CONSIDERED – NO EXCEPTIONS

Draw Games under \$5, that CANNOT be canceled, unless damaged:
Powerball – Mega Million – Cash4Life – Cash Pop

Draw Games that CAN be Canceled:
Pick 3 – Pick 4 – Lotto – Show Me Cash – Club Keno®

Instant-Win Draw Games: EZ Match

All Coupons:
Digital and printed

Inquired Scratchers & Draw Games:
Via terminal, Check-A-Ticket machine or mobile app

Scratchers missing barcodes:
NOT dispensed from vending machines

Played Scratchers:
Latex is scratched off

WHEN IN DOUBT

- Try to cancel any unwanted tickets ASAP.
- The terminal will tell you if it's not cancellable.
- If it's not cancellable, try to sell it.
- If it's not cancellable, doesn't sell and it's over \$5, save it for your LSR's next visit.

Scam Alert

Scammers may try to bypass traditional security features when paying by debit or credit card. Some "attempt" to run the card through the reader until an error message prompts for manual entry. Others claim to have forgotten their card and then ask the clerk to manually enter the card numbers instead. Scammers then provide a number they have memorized.

Manually entering numbers in these situations is never a good idea, and it could leave you responsible for potentially fraudulent charges. The best way to avoid this type of scam is to require customers to physically provide a debit or credit card for payment.



Never manually key in a card number for payment without the card itself.

Celebrate Cinco de Mayo All Weekend Long

Want to make it even easier to ring up the sale? You can use the "Today's Promotions" button on your terminal to select the qualifying purchase and generate the free promotional ticket.



May 3 - 5, 2024

Purchase a 10-Draw Club Keno® single ticket*

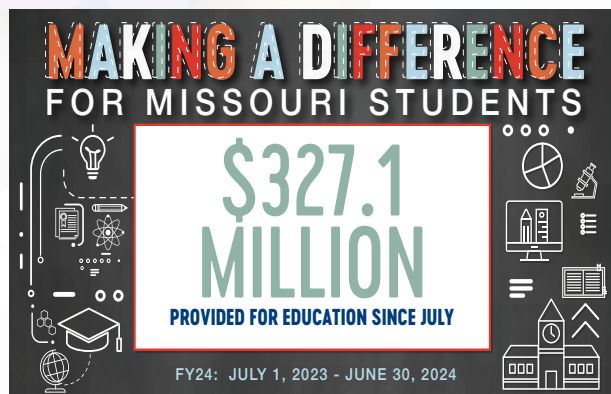
& receive a **FREE** 4-Spot ticket! (\$1 value)

*The qualifying purchase cannot include an add-on to meet the purchase amount. Free Club Keno 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 April transfer of Lottery proceeds to education was approximately \$36.2 million. Based on ticket sales in March, this brings total Lottery profits transferred so far in FY24 to more than \$327.1 million.



May Calendar

MAY 1	New Rewards Available for <i>My Lottery</i> ® Members
MAY 3-5	"Cinco De Mayo" All Weekend Promotion
MAY 7	"Scratch Big, Win Big" Monthly Drawing
MAY 8	Truman Day, All Lottery Offices Closed
MAY 13	"Choose Your Dream Adventure" Summer Promotion Begins
MAY 15	Monthly Drawings in Points for Drawings™
MAY 17	Monthly Transfer of Lottery Proceeds to Education
MAY 27	Memorial Day, All Lottery Offices Closed
MAY 28	New Ticket Delivery

Next MO Money Monday
New Ticket Delivery: June, 24, 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)



MO Lottery Official



Missouri Lottery