



RETAILER CONNECTION

November
2024



\$5
Big Cash Riches
\$100,000 top prize



6 49148 00490 9

\$2
\$100 Frenzy
\$25,000 top prize



6 49148 00491 6

M0 Money Monday!

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 are heading your way beginning Monday, Nov. 25.



Congratulations, Million Dollar Club Members!

Congrats to these retailers for their 2023 membership in the Million Dollar Club (MDC). Each business listed below is among a group of 244 retailers who sold \$1 million or more in Missouri Lottery tickets last year!

Retailer	Address	Contribution to Education
Circle K 1637	2035 Highway K, O'Fallon	\$305,354
Dierbergs West Oaks	11481 Olive St. Road, Creve Coeur	\$290,002
Marsh's Sunfresh	4001 Mill St., Kansas City	\$259,524
On the Run 624	9950 Big Bend Blvd., St. Louis	\$297,328
Price Chopper 120	896 S M 291 Highway, Liberty	\$290,552
Price Chopper 285	900 W. Foxwood Dr., Raymore	\$303,390
Price Chopper 359	109 N. Cedar Dr., Belton	\$325,288
QuikTrip 150	309 S. Broadway, Oak Grove	\$245,833
QuikTrip 153	1401 Armour Road, N. Kansas City	\$286,516
QuikTrip 168	10232 Warnall Road, Kansas City	\$307,896
QuikTrip 170	4600 N.W. Gateway Dr., Riverside	\$330,151
QuikTrip 171	7920 E. 171st St., Belton	\$272,177
QuikTrip 176	1201 Westport Road, Kansas City	\$238,971
QuikTrip 178	10601 State Line Road, Kansas City	\$488,044
QuikTrip 197R	13100 Holmes Road, Kansas City	\$306,178
QuikTrip 218	7133 N.W. Barry Road, Kansas City	\$267,758
QuikTrip 221	9600 N. Oak Trafficway, Kansas City	\$295,673
QuikTrip 234	6400 E. 87th St., Kansas City	\$239,796
QuikTrip 238	5025 N.E. Antioch Road, Kansas City	\$239,083
QuikTrip 278	13221 State Line Road, Kansas City	\$269,898
QuikTrip 602	1640 S. 5th Street, St. Charles	\$276,427
QuikTrip 604	3847 McClay Road, St. Peters	\$248,121
QuikTrip 608	391 N. Main, St. Peters	\$264,725
QuikTrip 623	3889 Mexico Road, St. Charles	\$340,045
QuikTrip 635	11150 St. Charles Rock Road, St. Ann	\$326,662
QuikTrip 640	801 Belleau Creek Road, O'Fallon	\$261,753
QuikTrip 641	604 Big Bend Road, St. Louis	\$242,024
QuikTrip 643	8601 Mexico Road, O'Fallon	\$264,771
QuikTrip 644	12200 Dorsett Road, Maryland Heights	\$235,244
Schnucks Market 106	15425 Manchester Road, Ballwin	\$264,426
Schnucks Market 110	577 Mid Rivers Mall Road, St. Peters	\$330,398
Schnucks Market 111	1950 Zumbuhl Road, St. Charles	\$320,262
Schnucks Market 122	20 Dillon Plaza, High Ridge	\$239,877
Schnucks Market 176	1900 First Capitol Dr., St. Charles	\$247,499
Schnucks Market 266	9540 Watson Road, St. Louis	\$250,116
Sikeston Kwik Stop	905 S. Main St., Sikeston	\$536,700
Wallis Petroleum 501	102 McDonald Lane, O'Fallon	\$305,167



Circle K 1637



Dierbergs West Oaks



Price Chopper 359



QuikTrip 150



QuikTrip 178



QuikTrip 197R



QuikTrip 604



QuikTrip 608



Schnucks Market 106



Schnucks Market 110

REGIONAL TOP 10: MEGA MILLIONS

Mega Millions jackpots have topped \$500 million during THREE separate jackpot runs in the past year – including one that ended with a \$1.13 billion prize. The retailers listed to the right earned their place in our regional spotlight for their top Mega Millions sales last quarter. Congratulations!



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

1. AYERCO 22, HANNIBAL
2. HY-VEE 1475, OSAGE BEACH
3. PHIL-MART, SALEM
4. AYERCO 25, TAYLOR
5. HY-VEE 1076, COLUMBIA
6. LMC CONVENIENCE STORE, WAYNESVILLE
7. QUIKTRIP 661, COLUMBIA
8. HAYMAKERS 785, TAYLOR
9. KUM & GO 578, ST ROBERT
10. OSAGE MINI MART, WARSAW

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Marsh's Sunfresh



On the Run 624



Price Chopper 120



Price Chopper 285



QuikTrip 153



QuikTrip 168



QuikTrip 170



QuikTrip 171



QuikTrip 176



QuikTrip 218



QuikTrip 221



QuikTrip 234



QuikTrip 238



QuikTrip 278



QuikTrip 602



QuikTrip 623



QuikTrip 635



QuikTrip 640



QuikTrip 641



QuikTrip 643



QuikTrip 644



Schnucks Market 111



Schnucks Market 122



Schnucks Market 176



Schnucks Market 266



Sikeston Kwik Stop



Wallis Petroleum 501

REGION: MIDSTATE - SPRINGFIELD
TOP MEGA MILLIONS DISTRIBUTED SALES
JULY 1 – SEPT. 30, 2024

1. MACADOODLES, PINEVILLE
2. KUM & GO 1481, SPRINGFIELD
3. KUM & GO 465, SPRINGFIELD
4. PRICE CUTTER PLUS 50, SPRINGFIELD
5. PLAZA GAS, OZARK
6. KUM & GO 441, HOLLISTER
7. DISCOUNT SMOKE & LIQUOR, PINEVILLE
8. HARTER HOUSE, KIMBERLING CITY
9. THE STATELINE STORE, PINEVILLE
10. DOWNSTREAM Q STORE, JOPLIN

REGION: KANSAS CITY
TOP MEGA MILLIONS DISTRIBUTED SALES
JULY 1 – SEPT. 30, 2024

1. RED X, RIVERSIDE
2. PRICE CHOPPER 900, PARKVILLE
3. QUIKTRIP 228, N KANSAS CITY
4. QUIKTRIP 236, PLATTE CITY
5. QUIKTRIP 178, KANSAS CITY
6. QUIKTRIP 179, PLEASANT VALLEY
7. QUIKTRIP 221, KANSAS CITY
8. HY-VEE 1322, KANSAS CITY
9. QUIKTRIP 218, KANSAS CITY
10. QUIKTRIP 170, RIVERSIDE

REGION: ST. LOUIS
TOP MEGA MILLIONS DISTRIBUTED SALES
JULY 1 – SEPT. 30, 2024

1. QUIKTRIP 670, FLORISSANT
2. QUIKTRIP 647, RICHMOND HEIGHTS
3. QUIKTRIP 641, ST. LOUIS
4. QUIKTRIP 626, OAKLAND
5. QUIKTRIP 605, BELLEFONTAINE
6. QUIKTRIP 623, ST CHARLES
7. QUIKTRIP 602, ST CHARLES
8. QUIKTRIP 639, ST LOUIS
9. QUIKTRIP 642, FENTON
10. QUIKTRIP 649, GREEN PARK

Scam Alert: Transaction Denied

Make sure all credit and debit card transactions are complete before giving customers access to any Lottery tickets. We've heard reports of customers attempting to run cards, only to grab the tickets and run from the store when the transaction is ultimately denied.

Safeguard Lottery tickets until payment is complete. Do not hand tickets to a customer or even place tickets on the counter until the card transaction has gone through successfully.



GIVE THE GIFT OF JOY



Make the Most of the Holiday Rush

Holiday ticket sales can have a big impact on your bottom line. Are you ready?

- Contact your Inside Sales Rep if you need to adjust your Scratchers order.
- Remember, you will be carrying heavier-than-usual inventory to ensure you don't run out of the popular holiday games.
- Remind your customers that Lottery tickets make great gifts!
- Promote our FREE holiday envelopes to go with those holiday-themed Scratchers.
- Increase your chances to win a retailer prize when you sell more holiday Scratchers and eligible Draw Games tickets during the "Holiday Adventure" promotion.

November Calendar

NOV. 1	New Rewards Available for <i>My Lottery</i> ® Members
NOV. 5	"Scratch Big, Win Big" Monthly Drawing
NOV. 11	Veterans Day, All Lottery Offices Closed
NOV. 13	Monthly Drawings in Points for Drawings™
NOV. 14	"Holiday Adventure" Second-Chance Promotion - Drawing #1
NOV. 25	MO Money Monday - New Ticket Delivery
NOV. 28	Thanksgiving, All Lottery Offices Closed
Next MO Money Monday: Dec. 30, 2024	

Monthly Proceeds Provided to Education

The October transfer of Lottery proceeds to education was approximately \$28.9 million. Based on ticket sales in September, that brings the total profits transferred so far in FY25 to \$111 million.

A graphic with a grid of colorful icons representing education: an apple, a paint palette, a ruler, musical notes, a school bus, a graduation cap, a book, a pencil, a calculator, a basketball, an open book, a pencil, a flask, and a pencil. The text reads: "MAKING A DIFFERENCE \$111 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 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