



RETAILER CONNECTION

October
2024



\$10

**Christmas
Countdown**
\$200,000 top prize



\$5

Silver Bells
\$100,000 top prize



\$3

Deck the Halls
\$50,000 top prize



\$2

**Cashing thru
the Snow**
\$25,000 top prize



\$1

**Gnome for
the Holidays**
\$1,000 top prize



Holiday-Themed Scratchers!

- These holiday-themed Scratchers games will begin on Monday, Oct. 14.
- Earn your \$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.

COMING SOON: 'HOLIDAY ADVENTURE' SECOND-CHANCE PROMOTION

Starting Oct. 14, your Lottery customers have the chance to win a trip of a lifetime – one they get to customize from top to bottom! It all begins when they play and enter \$10 worth of holiday-themed Scratchers or eligible Draw Games tickets into the “Second Chance of a Lifetime: Holiday Adventure” promotion. The following prizes will be awarded on all three drawing dates:

“YULETIDE TRAVEL”

Winners will work with a travel specialist to create their own holiday adventure, valued up to \$40,000. (1 winner per drawing, 3 winners total)

“JOLLY JINGLE”

\$1,000 cash, taxes-paid
(10 winners per drawing, 30 winners total)

“HOLIDAY HAUL”

Each week during the promotion, 50 winners will be drawn for the duration of the promotion to award prizes valued at \$300.



HUNDREDS OF RETAILERS WILL WIN, TOO!

While your customers enter eligible tickets into their *My Lottery*® Players Club accounts for a chance to win unforgettable prizes, you'll earn entries for retailer prizes based on the tickets sold at your location. Here's how:

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 during the promotion will receive a Holiday Haul item of their choice.

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 during the promotion will receive a Lottery-themed merchandise prize.

HOLIDAY ADVENTURE



REGIONAL TOP 10: \$50 SCRATCHERS

Players love our \$50 Scratchers tickets, and these retailers were among the top 10 in sales for \$50 games in their region last quarter. Congratulations!



REGION: MIDSTATE - JEFFERSON CITY TOP \$50 SCRATCHERS DISTRIBUTED SALES APRIL 1 - JUNE 30, 2024

1. PHIL-MART, SALEM
2. SIGNAL FOOD STORE #106, CAMDENTON
3. LMC CONVENIENCE STORE, WAYNESVILLE
4. MPC 85, COLUMBIA
5. MOSER'S FOODS 9, COLUMBIA
6. ALL STAR EXPRESS, SAINT ROBERT
7. GERBES 124, COLUMBIA
8. SCHULTE'S FRESH FOODS, JEFFERSON CITY
9. EASTGATE EXPRESS, LEBANON
10. COUNTRY MART, DIXON

RE
TOP

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Congratulations, Million Dollar Club Members!

Another group of Missouri Lottery retailers celebrated their Million Dollar Club (MDC) status with appreciation events for their customers. Congrats to the following businesses for selling \$1 million or more in Lottery tickets last year!



Retailer	Address	Contribution to Education
Circle K 1641	1525 Gaulks Hill Road, St. Charles	\$332,968
Discount Smoke & Liquor	22176 Highway 71, Pineville	\$237,503
Gerbes 118	2101 Schotthill Woods Drive, Jefferson City	\$281,890
Harmon Tire Co.	101 S Madison Ave., Raymore	\$269,672
Kum & Go 561	3445 E Kearney St., Springfield	\$302,278
Midway Little General	6751 Highway 40 W, Columbia	\$275,552
QuikTrip 169	5108 NE Vivion Road, Kansas City	\$240,722
QuikTrip 216	4024 South Noland Road, Independence	\$329,140
Schnucks 129	8660 Veterans Memorial Parkway, O'Fallon	\$276,383
Spirits Plus	1600 S Florissant Road, St. Louis	\$265,483



Circle K 1641



Discount Smoke & Liquor



Gerbes 118



Harmon Tire Co.



Kum & Go 561



Midway Little General



QuikTrip 169



QuikTrip 216



Schnucks 129



Spirits Plus

More MDC retailers will be featured in the next issue of the *Retailer Connection*.

REGION: MIDSTATE - SPRINGFIELD TOP \$50 SCRATCHERS DISTRIBUTED SALES APRIL 1 - JUNE 30, 2024

PLAZA GAS, OZARK
THE GAS STATION, CABOOL
WILD BILL'S TRAVEL CTR, RIDGEDALE
KUM & GO 561, SPRINGFIELD
ANCHOR C-STORE THE, MOUNTAIN VIEW
PRICE CUTTER PLUS 50, SPRINGFIELD
KUM & GO 563, SPRINGFIELD
KUM & GO 718, OZARK
KUM & GO 465, SPRINGFIELD
BREAK TIME 3170, BOLIVAR

REGION: KANSAS CITY TOP \$50 SCRATCHERS DISTRIBUTED SALES APRIL 1 - JUNE 30, 2024

1. QUIKTRIP 178, KANSAS CITY
2. QUIKTRIP 228, KANSAS CITY
3. HARMON TIRE CO, RAYMORE
4. QUIKTRIP 222, KANSAS CITY
5. QUIKTRIP 179, PLEASANT VALLEY
6. QUIKTRIP 168, KANSAS CITY
7. QUIKTRIP 208, LEES SUMMIT
8. RED X, RIVERSIDE
9. PRICE CHOPPER 21, KANSAS CITY
10. QUIKTRIP 216, INDEPENDENCE

REGION: ST. LOUIS TOP \$50 SCRATCHERS DISTRIBUTED SALES APRIL 1 - JUNE 30, 2024

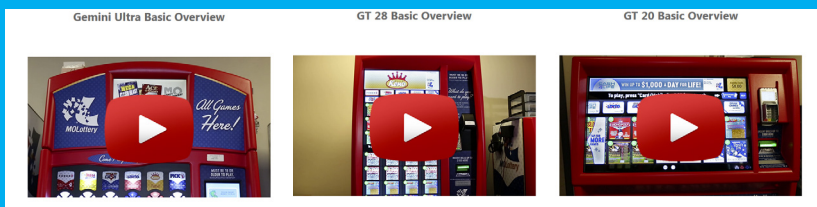
1. MR. T'S LIQUOR STORE, CARDWELL
2. AUTO SPA ETC. ELLISVILLE
3. WALLIS PRETORLEUM 533, AFFTON
4. PARR FAMILY PAWN, KENNETT
5. ZINGERS MART 3, ST. LOUIS
6. CAR-MAC'S, HOLLAND
7. WALLIS PRETROLEUM 514, ARNOLD
8. U-PUMP, ARNOLD
9. SCHNUCKS MARKET 272, ST. LOUIS
10. DIERBERGS-FLORISSANT 10, FLORISSANT

Let Us Do the Training

There's a lot employees need to know in order for any business to run successfully. That's why we're here to make sure selling Lottery games is a fun and easy part of the job. We've taken the most frequently asked questions and put together training videos on:

- **Lottery Vending Machines (LVMs)** – Get familiar with main machine features, status bar descriptions and locking/unlocking instructions, as well as remote shutdown options (in the event of underage play, etc.).
- **Draw Games** – Understand how to generate tickets for any Draw Game and its unique game options. How-to-Play videos also offer refreshers on how each game is played.
- **Inquiry and Validation** – Learn how to confirm a ticket is a winner and how to cash it.
- **Digital Playslips** – Watch how to process digital playslips produced on our mobile app.

Videos can be found on the Retailer Portal website at retailer.molottery.com under "Training." No registration or login is required.



Test Your Responsible Gaming Knowledge!

The Retailer Portal also offers training on responsible gaming. Complete the quiz and your name could be drawn for a prize.



Log in, and sign up for text or email notifications for:

- Bond Renewals – 30- and 60-day notices
- New Game Incentives – Including new game launches, your validation progress toward earning a bonus, and your final results.

October 16, 2024

Purchase a \$5 **LOTTO** & **SHOW ME CASH** single ticket

receive a FREE \$1

ONE DAY ONLY

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

October Calendar

OCT. 1	New Rewards Available for My Lottery® Members
OCT. 8	"Scratch Big, Win Big" Monthly Drawing
OCT. 14	Federal Holiday, All Lottery Offices Closed
OCT. 14	New Ticket Delivery (holiday-themed games)
OCT. 16	Monthly Drawings in Points for Drawings™
OCT. 16	"Missouri Day" One-Day Promotion
Next MO Money Monday: Nov. 25, 2024	

Monthly Proceeds Provided to Education

The September transfer of Lottery proceeds to education was approximately \$29.8 million. Based on ticket sales in August, that brings the total profits transferred so far in FY25 to \$82.1 million.

MAKING A DIFFERENCE

\$82.1 MILLION

FOR MISSOURI STUDENTS
FY25: JULY 1, 2024 - JUNE 30, 2025

PROVIDED FOR EDUCATION SINCE JULY

