



RETAILER CONNECTION

September
2024



MO Money
Monday Games:
Sept. 30



\$20

Holiday Ice
\$300,000 top prize



\$1

Loose Change®
\$2,500 top prize



\$5

Electric Cash
\$100,000 top prize



MO Money Monday

A \$25 bonus is waiting for you! Just **confirm/activate** each pack of new tickets AND **validate/cash** a ticket from each new game by midnight the day after delivery.



REGIONAL TOP 10: PICK 3 RETAILERS



Congratulations to the retailers in this month's regional spotlight for their top Pick 3 sales.

REGION: MIDSTATE - JEFFERSON CITY TOP PICK 3 SALES APRIL 1 - JUNE 30, 2024

1. LMC CONVENIENCE STORE, WAYNESVILLE
2. SMOKER FRIENDLY 825, ST. ROBERT
3. ALL STAR EXPRESS, ST. ROBERT
4. KUM & GO 578, ST. ROBERT
5. ST. ROBERT CENEX, ST. ROBERT
6. TIGER STOP, COLUMBIA
7. CASEY'S 1232, LA GRANGE
8. FASTLANE WEST BLVD. 56, COLUMBIA
9. CASEY'S 3687, ST. ROBERT
10. BUSY CORNER 4, VANDALIA

REGION: MIDSTATE - SPRINGFIELD TOP PICK 3 SALES APRIL 1 - JUNE 30, 2024

1. WOODS EXPRESS LLC, BOLIVAR
2. CASES CORNER, BRIGHTON
3. CASEY'S 3012, SPRINGFIELD
4. RHODES FAMILY PRICE CHOPPER, BRANSON
5. KUM & GO 1484, SPRINGFIELD
6. PINNACLE STATION, JOPLIN
7. EVANS KWIK STOP, BAKERSFIELD
8. WORKMAN, NEOSHO
9. WILD BILL'S TRAVEL CTR, RIDGEDALE
10. CASEY'S 1640, HOLLISTER

REGION: KANSAS CITY TOP PICK 3 SALES APRIL 1 - JUNE 30, 2024

1. PRICE CHOPPER 102, KANSAS CITY
2. AUTOBAHN, PLATTE WOODS
3. PRICE CHOPPER 117, KANSAS CITY
4. MIDWEST FUELS, KANSAS CITY
5. THE STATION, PARKVILLE
6. ROCKET STOP 1, GRANDVIEW
7. SNAPPY STORE 1620, KANSAS CITY
8. QUIKTRIP 156, RAYTOWN
9. QUIKTRIP 227, KANSAS CITY
10. APPLEMARKET 70, KANSAS CITY

REGION: ST. LOUIS TOP PICK 3 SALES APRIL 1 - JUNE 30, 2024

1. CAR-MAC'S, HOLLAND
2. KING'S LIQUOR BEER WINE CIG, ST. LOUIS
3. SIKESTON KWIK STOP INC, SIKESTON
4. UNITED MART BP, ST. LOUIS
5. DUNN MART, FLORISSANT
6. QUIKTRIP 670, FLORISSANT
7. QUIKTRIP 639, ST. LOUIS
8. ULTIMATE GROCERY, ST. LOUIS
9. GAS MART 26, ST. LOUIS
10. KINGS LIQUOR MART, ST. LOUIS

Congratulations, Million Dollar Club Members!

It's time to recognize our next batch of Million Dollar Club (MDC) retailers, each of which sold \$1 million or more in Lottery tickets last year. Congrats to all!



Retailer	Address	Contribution to Education
Hy-Vee 1845	410 E. Young Ave., Warrensburg	\$255,971
Price Chopper 104	1101 S.W. State Route 7, Blue Springs	\$278,357
Price Cutter 20	335 N. Nolting, Springfield	\$234,951
QuikTrip 608	391 N. Main, St. Peters	\$264,725
Schnucks Market 106	15425 Manchester Road, Ballwin	\$264,426



Hy-Vee 1845



Price Chopper 104



Price Cutter 20



QuikTrip 608



Schnucks Market 106

Stay tuned for more MDC retailers in future issues of the *Retailer Connection*.

Picking the Perfect Scratchers Ticket

The official Missouri Lottery app makes it easy for your customers to get the details on all current Scratchers® games, allowing them to find just the right ticket by:

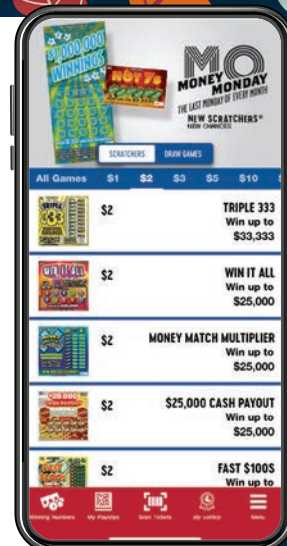
Price Point

- Filters search for all games at a designated price - \$1, \$2, \$3, \$5, \$10, \$20, \$30 and \$50.

Remaining Prizes

- Game info provides the number of unclaimed prizes for each prize the game offers.

DOWNLOAD OUR
MOBILE APP



Check it out for yourself and be sure to let your Scratchers players know about this fun app feature.

Holiday Scratchers Preview

As is tradition, the \$20 holiday-themed Scratchers game debuts in September again this year. But you won't have to wait long to see what else we have for your customers this holiday season; the rest of the holiday Scratchers line-up will be released in mid-October.

As always, a second-chance promotion for players – along with incentive contests for retailers – will accompany the holiday games.



Proudly Display Your Contributions to Education

YOU make a difference for Missouri students. The flyers recently provided by your Lottery Sales Rep are the perfect way to let your customers know just how much your business contributes to education throughout the state. These flyers show the amount sent to public education as a direct result of Lottery sales at your location over the last 24 months, so display them proudly.

Tip: If you need a replacement, log in to your retailer portal account and print it directly from there.



Keno Bonus Hours Return

Each quarter, Club Keno players get the chance to increase the amount of their wins during "Keno Bonus Hours." The promotion goes live again from 4 to 7 p.m. every Friday in September.

With base prizes increased up to 50% on qualifying ticket purchases, it's a great opportunity for customers to try the game. It's also your chance to increase sales by leveraging the promotion to create interest.



Multiplier wagers, Progressive Jackpot prizes and 10 of 10-Spot prizes will not be increased. Coupons cannot be used in conjunction with this promotion.

Congratulations to these retailers, who had the highest Club Keno sales in June, during the last round of "Keno Bonus Hours."

TOP KENO SELLERS - JUNE 2024

VFW 6274	Ballwin
Dylan's Sports Bar/Grill	Arnold
Buffalo Wild Wings Grill & Bar	Ballwin
Players Restaurant	Warrensburg
Spanky's Bar & Grill	Raytown
Naughty Pine	Raytown
Bills Pub	St. Joseph
The Runaway Lounge	Kansas City
VFW Post 3944	St. Louis
Truemans Place	Fenton
Jackson's Tavern	St. Joseph

Monthly Proceeds Provided to Education

The August transfer of Lottery proceeds to education was approximately \$28.1 million. Based on ticket sales in July, that brings the total profits transferred so far in FY25 to \$52.2 million.



September Calendar

SEPT. 1	New Rewards Available for <i>My Lottery</i> ® Members
SEPT. 3	"Scratch Big, Win Big" Monthly Drawing
SEPT. 6	"Keno Bonus Hours," 4-7 p.m.
SEPT. 9	"Smokin' Hot Cash" ticket launches
SEPT. 13	Monthly Transfer of Lottery Proceeds to Education
SEPT. 18	Monthly Drawings in Points for Drawings™
SEPT. 13	"Keno Bonus Hours," 4-7 p.m.
SEPT. 20	"Keno Bonus Hours," 4-7 p.m.
SEPT. 27	"Keno Bonus Hours," 4-7 p.m.
SEPT. 30	MO Money Monday

Next New Ticket Delivery Monday:
Oct. 14, 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



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Missouri Lottery