



# RETAILER CONNECTION

April  
2025



\$10  
100X

\$1 million top prize



6 49148 00503 6

\$1

7-11-21®

\$7,000 top prize



6 49148 00513 5

\$5

Break the Bank

\$100,000 top prize



6 49148 00512 8

## MO Money Monday!

- Available starting Monday, April 28.
- Don't miss out on a \$25 bonus. **Confirm/activate** each pack of new tickets AND **validate/cash** a ticket from each of the new games by midnight the day after delivery.





# 2024 Million Dollar Club Retailers Announced!

We're happy to announce the following Million Dollar Club (MDC) members. These Lottery retailers each sold at least **\$1 million** in Lottery tickets last year.

Together, we're not only growing your business, we're entertaining millions and helping to fund educational opportunities for Missouri students.



- |   |  |  |
|---|--|--|
| <ul style="list-style-type: none"> <li>• PRICE CHOPPER 100, INDEPENDENCE</li> <li>• PRICE CHOPPER 102, KANSAS CITY</li> <li>• PRICE CHOPPER 104, BLUE SPRINGS</li> <li>• PRICE CHOPPER 105, KANSAS CITY</li> <li>• PRICE CHOPPER 11, KANSAS CITY</li> <li>• PRICE CHOPPER 117, KANSAS CITY</li> <li>• PRICE CHOPPER 120, LIBERTY</li> <li>• PRICE CHOPPER 157, LEES SUMMIT</li> <li>• PRICE CHOPPER 171, LEES SUMMIT</li> <li>• PRICE CHOPPER 18, KANSAS CITY</li> <li>• PRICE CHOPPER 21, KANSAS CITY</li> <li>• PRICE CHOPPER 359, BELTON</li> <li>• PRICE CHOPPER 400, INDEPENDENCE</li> <li>• PRICE CHOPPER 650, INDEPENDENCE</li> <li>• PRICE CHOPPER 900, PARKVILLE</li> <li>• PRICE CUTTER PLUS 50, SPRINGFIELD</li> <li>• QUIKTRIP 151R, LIBERTY</li> <li>• QUIKTRIP 152, INDEPENDENCE</li> <li>• QUIKTRIP 153, N KANSAS CITY</li> <li>• QUIKTRIP 156, RAYTOWN</li> <li>• QUIKTRIP 163, KANSAS CITY</li> <li>• QUIKTRIP 168, KANSAS CITY</li> <li>• QUIKTRIP 169, KANSAS CITY</li> <li>• QUIKTRIP 170, RIVERSIDE</li> <li>• QUIKTRIP 171, BELTON</li> <li>• QUIKTRIP 173, KANSAS CITY</li> <li>• QUIKTRIP 175R, INDEPENDENCE</li> <li>• QUIKTRIP 176, KANSAS CITY</li> <li>• QUIKTRIP 178, KANSAS CITY</li> <li>• QUIKTRIP 179, PLEASANT VALLEY</li> <li>• QUIKTRIP 180, BLUE SPRINGS</li> <li>• QUIKTRIP 184, KANSAS CITY</li> <li>• QUIKTRIP 190, KANSAS CITY</li> <li>• QUIKTRIP 191, LEES SUMMIT</li> </ul> | <ul style="list-style-type: none"> <li>• QUIKTRIP 197R, KANSAS CITY</li> <li>• QUIKTRIP 201, INDEPENDENCE</li> <li>• QUIKTRIP 202, INDEPENDENCE</li> <li>• QUIKTRIP 204, KANSAS CITY</li> <li>• QUIKTRIP 205, INDEPENDENCE</li> <li>• QUIKTRIP 208, LEES SUMMIT</li> <li>• QUIKTRIP 209, RAYTOWN</li> <li>• QUIKTRIP 216, INDEPENDENCE</li> <li>• QUIKTRIP 217, BLUE SPRINGS</li> <li>• QUIKTRIP 218, KANSAS CITY</li> <li>• QUIKTRIP 221, KANSAS CITY</li> <li>• QUIKTRIP 222, KANSAS CITY</li> <li>• QUIKTRIP 224, KANSAS CITY</li> <li>• QUIKTRIP 227, KANSAS CITY</li> <li>• QUIKTRIP 228, N KANSAS CITY</li> <li>• QUIKTRIP 229R, KANSAS CITY</li> <li>• QUIKTRIP 230, INDEPENDENCE</li> <li>• QUIKTRIP 233, BELTON</li> <li>• QUIKTRIP 234, KANSAS CITY</li> <li>• QUIKTRIP 238, KANSAS CITY</li> <li>• QUIKTRIP 278, KANSAS CITY</li> <li>• QUIKTRIP 601, BEL RIDGE</li> <li>• QUIKTRIP 602, ST. CHARLES</li> <li>• QUIKTRIP 604, ST. PETERS</li> <li>• QUIKTRIP 605, BELLEFONTAINE</li> <li>• QUIKTRIP 607R, ST. JOHN</li> <li>• QUIKTRIP 608, ST. PETERS</li> <li>• QUIKTRIP 609, ST. LOUIS</li> <li>• QUIKTRIP 610, MAPLEWOOD</li> <li>• QUIKTRIP 612, BERKELEY</li> <li>• QUIKTRIP 614, ST. LOUIS</li> <li>• QUIKTRIP 615, HAZELWOOD</li> <li>• QUIKTRIP 620, UNIVERSITY CITY</li> <li>• QUIKTRIP 623, ST. CHARLES</li> </ul> | <ul style="list-style-type: none"> <li>• QUIKTRIP 624, ST. LOUIS</li> <li>• QUIKTRIP 626, OAKLAND</li> <li>• QUIKTRIP 627, FLORISSANT</li> <li>• QUIKTRIP 628R, ST. LOUIS</li> <li>• QUIKTRIP 635, ST. ANN</li> <li>• QUIKTRIP 636, ST. LOUIS</li> <li>• QUIKTRIP 637, ST. LOUIS</li> <li>• QUIKTRIP 638R, ST. LOUIS</li> <li>• QUIKTRIP 639, ST. LOUIS</li> <li>• QUIKTRIP 640, O'FALLON</li> <li>• QUIKTRIP 641, ST. LOUIS</li> <li>• QUIKTRIP 643, O'FALLON</li> <li>• QUIKTRIP 644, MARYLAND HEIGHTS</li> <li>• QUIKTRIP 647, RICHMOND HEIGHTS</li> <li>• QUIKTRIP 648, ST. LOUIS</li> <li>• QUIKTRIP 649, GREEN PARK</li> <li>• QUIKTRIP 650R, HAZELWOOD</li> <li>• QUIKTRIP 651, ST. LOUIS</li> <li>• QUIKTRIP 658, ST. LOUIS</li> <li>• QUIKTRIP 659, BRIDGETON</li> <li>• QUIKTRIP 664, BRIDGETON</li> <li>• QUIKTRIP 665, OVERLAND</li> <li>• QUIKTRIP 668, ST. LOUIS</li> <li>• QUIKTRIP 670, FLORISSANT</li> <li>• QUIKTRIP 671, ST. LOUIS</li> <li>• QUIKTRIP 675, O'FALLON</li> <li>• QUIKTRIP 676R, FERGUSON</li> <li>• QUIKTRIP 679, ST. LOUIS</li> <li>• QUIKTRIP 687R, ST. LOUIS</li> <li>• RAYMORE PRICE CHOPPER 285, RAYMORE</li> <li>• RED X, RIVERSIDE</li> <li>• REEVES BOOMLAND, CHARLESTON</li> <li>• ROCKET STOP 1, GRANDVIEW</li> <li>• ROLLA MOTOMART, ROLLA</li> </ul> |
|---|--|--|

The remainder of our 2024 MDC retailers will be featured in future issues of the *Retailer Connection*.

# TAKE A CHANCE DAY

**April 23, 2025**

Purchase a 5-Pop **CASH POP** single ticket\* & receive a **FREE PICK 3 WILD BALL** (\$1 value)

**ONE DAY ONLY**

\*Free Pick 3 Wild Ball tickets will not print during the draw breaks. Free ticket will be a 50-cent straight ticket with Wild Ball add-on feature (\$1 total value)

Coupons cannot be used in conjunction with this promotion. The Missouri Lottery reserves the right to end the promotion at any time.



# Mega Enhancements Coming Soon!

You've heard Mega Millions® is getting a glow-up, featuring bigger starting jackpots, higher average jackpot wins, improved chances to win and a built-in Multiplier – and now the big day is almost here!

Here's what you need to know:



## IMPORTANT DATES

April 4	Last drawing for current game Old playslips no longer usable after this drawing
April 5	Tickets go on sale for new game Use NEW playslips only
April 8	First drawing for new Mega Millions!
April 11 April 18 April 25 May 2 May 9	Mega Cash Fridays:  When your customers buy one \$5 Mega Millions play, they will receive a FREE* Show Me Cash ticket (a \$1 value).

**OLD**

**NEW**

BIGGER  
THAN EVER!

MEGA  
CASH  
FRIDAYS

\*For jackpots won on or after April 8, 2025

Buy 2 Mega Millions plays  
(single ticket, current draw)

Get a **FREE**  
Mega Millions ticket  
(\$5 value)

Purchases must be two plays for the current draw on a single ticket.  
Coupons cannot be used for qualifying purchase. See MOLottery.com for details.

## JACKPACK

Customers can still easily purchase a Quick Pick ticket for each of our jackpot games with just one transaction. JackPack (found under Combo/Pack Options on your Lottery terminal) offers:

- 1 Powerball Ticket
- 1 Mega Millions Ticket
- 1 Lotto Ticket
- 1 Show Me Cash Ticket



Questions? Reach out to your Lottery Sales Representative!



## DO THE RIGHT THING

As part of the Lottery's "Do the Right Thing" retailer program, our sales representatives are currently using their visits to share best practices to help you be consistent in:

- Handling payment for Lottery tickets
- Verifying your Scratchers inventory
- Cashing winning tickets
- Confirming Lottery customers are at least 18 years of age.

When you manage Lottery games successfully, it helps ensure the integrity and security of your business and ours. That's a win for everyone!

**DO THE  
RIGHT  
THING**

Retailer Integrity &  
Responsibility Program

2025



## Winner Anonymity

While the Lottery may not offer legal advice to licensed retailers, the Lottery reminds its retailers of Missouri Lottery's winner anonymity law. Pursuant to that law, neither the lottery nor any organization with whom the lottery contracts to operate the lottery may publish the name, address, or any other identifying information of any person who wins the state lottery. For the purposes of this statute "publish" means "to issue information or material in printed or electronic form for distribution or sale to the public." If you have any questions or concerns regarding your compliance with the winner anonymity law, the lottery recommends that you consult your legal counsel.



## April Calendar

APRIL 1	New Rewards Available for <i>My Lottery®</i> Members
APRIL 5	Sales begin for new Mega Millions game
APRIL 8	First new Mega Millions drawing
APRIL 8	"Scratch Big, Win Big" Monthly Drawing
APRIL 16	Monthly Drawings in Points for Drawings™
APRIL 23	"Take a Chance Day" One-Day Promotion
APRIL 28	MO Money Monday - New Ticket Delivery

Next New Ticket Delivery:  
Tuesday, May 27, 2025

## Monthly Proceeds Provided to Education

The March transfer of Lottery proceeds to education was approximately \$23.3 million. Based on ticket sales in February, that brings the total profits transferred so far in FY25 to \$249.8 million.



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)



MOLotteryOfficial



MOLotteryOfficial



MOLotteryOfficial



MissouriLottery