



RETAILER CONNECTION

February
2025

Available
starting
Monday,
Feb. 24.



\$5
MONOPOLY™ Doubler
\$100,000 top prize



6 49148 00492 3

\$1
Power 10X®
\$5,000 top prize



6 49148 00507 4

\$10
777 Jackpot
\$777,777 top prize



6 49148 00505 0

MO Money Monday!

New Scratchers games sell faster! PLUS, you can 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.



The MONOPOLY name and logo, the distinctive design of the game board, the four corner squares, the MR. MONOPOLY name and character, as well as each of the distinctive elements of the board and playing pieces are trademarks of Hasbro for its property trading game and game equipment. ©1935, 2025 Hasbro. All Rights Reserved. Licensed by Hasbro.

MONEY MONDAY



REGIONAL TOP 10: CLUB KENO

We're shining this month's regional spotlight on our top 10 Club Keno retailers (based on quarterly sales, October through December 2024). Congratulations to these Keno top performers!

REGION: MIDSTATE - JEFFERSON CITY TOP CLUB KENO SALES OCT. 1 – DEC. 31, 2024

1. ALL STAR EXPRESS, SAINT ROBERT
2. FITTERS 5TH STREET PUB, SEDALIA
3. LMC CONVENIENCE STORE, WAYNESVILLE
4. THE KORNER LOUNGE, SEDALIA
5. BUDDYS PLACE, LANCASTER
6. LOOSE BRICK BAR, SHELBYNA
7. KLIK'S, COLUMBIA
8. AMERICAN LEGION 331, ST ROBERT
9. LITTLE VINNY'S, LAURIE
10. CROW CREEK BAR & GRILL LLC, LICKING

REGION: MIDSTATE - SPRINGFIELD TOP CLUB KENO SALES OCT. 1 – DEC. 31, 2024

1. GRUMPY'S, SPRINGFIELD
2. SCHULTZ AND DOOLEY'S, SPRINGFIELD
3. SOUTHBOUND BAR & GRILL, SPRINGFIELD
4. MARTY'S SPORTS BAR, SPRINGFIELD
5. DENNIS' PLACE, SPRINGFIELD
6. AMERICAN LEGION 637, KIMBERLING CITY
7. ENTERPRISE PARK LNS BAR, SPRINGFIELD
8. DISCOUNT SMOKE & LIQUOR, PINEVILLE
9. GUNNYS MILL, SPRINGFIELD
10. FRANK'S LOUNGE, JOPLIN

REGION: KANSAS CITY TOP CLUB KENO SALES OCT. 1 – DEC. 31, 2024

1. ZEPPELIN BAR AND GRILL, PRINCETON
2. PLAYERS RESTAURANT, WARRENSBURG
3. THE RUNAWAY LOUNGE, KANSAS CITY
4. JACKSON'S TAVERN, ST JOSEPH
5. SPANKY'S BAR & GRILL, RAYTOWN
6. THE KEG BLUE SPRINGS, BLUE SPRINGS
7. BUCKETS BAR & GRILL, BLUE SPRINGS
8. BILLS PUB, ST JOSEPH
9. THE HIDEAWAY BAR & GRILL, WARRENSBURG
10. DJ'S HANGOUT, RAYTOWN

REGION: ST. LOUIS TOP CLUB KENO SALES OCT. 1 – DEC. 31, 2024

1. VFW 6274, BALLWIN
2. DYLAN'S SPORTS BAR/GRILL, ARNOLD
3. BUFFALO WILD WINGS GRILL & BAR, BALLWIN
4. PIRATES COVE, BRIDGETON
5. JERRY'S, FLORISSANT
6. HOTSHOTS SPORTS BAR, FENTON
7. TRUEMANS PLACE, FENTON
8. VFW POST 3944, ST LOUIS
9. GOAT HOUSE PUB, WENTZVILLE
10. ZOIE'S PLACE, SAINT LOUIS

NOTE: Includes Promotional Sales

Cashing Benefits

Earning bonuses when you cash winning tickets is just one of the benefits of being a Missouri Lottery retailer. Not only is it a customer service that keeps Lottery players coming back to your store to purchase their next games, it also provides you with a bonus worth 2% of the cash prize – each and every time you cash a prize up to \$600. (Cashing bonuses are credited to your account quarterly.)

A southeast Missouri retailer own bottom line, providing th

- \$33,000 in cashing b beyond the commiss
- An estimated 40-50% purchase of more Lo

'Repeat' vs. 'Play It Again'

Due to their similar sounding names, we often get questions about how to use the "Repeat" and "Play It Again" buttons on Lottery terminals. Here's the scoop:

REPEAT BUTTON



VS.

PLAY IT AGAIN BUTTON



What does it do?	Generates the exact same Draw Games ticket for the same drawing when manually generating tickets.	Generates the exact same Draw Games ticket for the next available drawing* by scanning an existing ticket.
How many tickets does it generate?	As many times as you select, up to 50	One ticket at a time
Where is it located?	Game Builder screen for each Draw Game	Terminal home screen
Why use it?	Great for Pick 3 and Pick 4 players who like to play multiple plays for the same drawing on separate tickets	Great for players who want to play their same favorite game and numbers again without creating a playslip or doing manual entry
What else should I know?	The Repeat feature is for manually created tickets, not those using playslips	The Play It Again feature is used with tickets, not playslips

*Exception: Pick 3 and Pick 4 tickets will be generated for the same drawing the next day (i.e. Midday/Evening)

Mega Millions: Countdown to Game Enhancements

Mega enhancements are on the way, starting with the April 8 Mega Millions drawing! As we prepare for the big day, this schedule provides guidance for handling multi-draw tickets between now and when the new game goes on sale:

After the April 4 drawing, Mega Millions sales will not be available until the new game starts on April 5 with sales for the April 8 drawing. The new \$5 price point will offer:

# OF DRAWINGS	LAST DATE TO PURCHASE
15	Friday, February 14, 2025
10	Tuesday, March 4, 2025
5	Friday, March 21, 2025
4	Tuesday, March 25, 2025
3	Friday, March 28, 2025
2	Tuesday, April 1, 2025
1	Friday, April 4, 2025

Multiplier Included	Randomly assigned multiplier for each play (2X, 3X, 4X, 5X, 10X)
Bigger Starting Jackpots	\$50 million vs. current \$20 million
Higher Average Jackpot Wins	\$803 million vs. current \$456 million
Improved Chances to Win	1 in 23 chance to win a prize

Questions? Your Lottery Sales Representative is happy to help!



recently shared how they leverage the practice to increase their the following reasons they prioritize cashing Lottery prizes:

bonuses – providing additional revenue to the store, above and vision made on selling the games

% of winnings are then spent back at the store through the lottery tickets and/or other store merchandise.



Let Us Help Train Your Staff

Looking for quick, easy and free training to bring new employees up to speed on selling Lottery? The training videos at retailer.molottery.com can be accessed at any time, with no registration or login needed. These easy-to-digest videos cover a variety of Lottery topics:



- Generating Tickets
- Learning Vending Machine Basics
- Providing Exchange Tickets
- Scanning Digital Playslips
- Validating Tickets
- Supporting Responsible Gaming
- Understanding Best Practices

Keno Retailer Spotlight

Zeppelin Bar and Grill – a small, family-owned and managed establishment in Mercer County – has received recognition for their high Club Keno sales. In fact, they have the highest performance, to date, amongst new Club Keno retailers participating in the “Raise ‘Em Right” program.



“Raise ‘Em Right” has been in practice since 2010, working specifically with new Keno social environment retailers to launch product sales, train staff and educate players about the game. Congratulations, Zeppelin Bar and Grill!



February 14, 2025
 Purchase a \$5 **SHOW ME CASH** single ticket & receive a **FREE \$1 LOTTO**
ONE DAY ONLY
*The qualifying purchase cannot include an add-on to meet the purchase amount. Free Lotto tickets will not permit during the draw breaks. Prizes awarded are based on cooperation with the promotion. The Missouri Lottery reserves the right to end the promotion at any time.

February Calendar

FEB. 1	New Rewards Available for <i>My Lottery</i> ® Members
FEB. 4	"Scratch Big, Win Big" Monthly Drawing
FEB. 12	Monthly Drawings in Points for Drawings™
FEB. 12	Holiday, All Lottery Offices Closed
FEB. 14	Valentine's Day One-Day Promotion
FEB. 17	Holiday, All Lottery Offices Closed
FEB. 24	MO Money Monday - New Ticket Delivery
Next MO Money Monday: March 31, 2025	

Monthly Proceeds Provided to Education

The January transfer of Lottery proceeds to education was approximately \$37.4 million. Based on ticket sales in December, that brings the total profits transferred so far in FY25 to \$201.1 million.

MAKING A DIFFERENCE \$201.1 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



MO Lottery Official



Missouri Lottery