



RETAILER CONNECTION

March
2025



\$20
200X Cash Blitz
\$2 million top prize



6 49148 00488 6

\$2
Money Bags Multiplier
\$25,000 top prize



6 49148 00510 4

\$5
Extreme Green
\$100,000 top prize



6 49148 00506 7

MO Money Monday!

- Available starting Monday, March 31.
- 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.



2024 Million Dollar Club Retailers Announced!

A brand-new crop of Million Dollar Club (MDC) members has been announced, representing the spectrum of Missouri Lottery retailers who sold \$1 million or more in Lottery tickets in 2024. Here's part one of that impressive list, in alphabetical order. The remainder will be featured in future issues of the *Retailer Connection*.



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| <ul style="list-style-type: none"> • 7-ELEVEN STORE 27838D, ST. LOUIS • ALTA CONVENIENCE 4211, FLORISSANT • ALTA CONVENIENCE 4227, WENTZVILLE • AUTO SPA ETC, ELLISVILLE • AYERCO 25, TAYLOR • BELLEFONTAINE BP, ST. LOUIS • BEVERLY HILLS SUPERMARKET, ST. LOUIS • BLACK JACK LIQUOR, BLACK JACK • BREAK TIME 3125, POPLAR BLUFF • BREAK TIME 3133, SIKESTON • BUGZY'S, SULLIVAN • CAR-MAC'S, HOLLAND • CASEYS 1137, FARMINGTON • CHARLIE'S FOOD MART, SPANISH LAKE • CIRCLE K 1637, O'FALLON • CIRCLE K 1641, ST. CHARLES • DIERBERGS-BOGEY HILLS 09, ST. CHARLES • DIERBERGS-FLORISSANT 10, FLORISSANT • DIERBERGS-LEMAY 08, ST. LOUIS • DIERBERGS-MCKENZIE PNT 13, ST. LOUIS • DIERBERGS-SOUTHROADS 01, ST. LOUIS • DIERBERGS-TELEGRAPH 14, ST. LOUIS • DIERBERGS-W OAK 05, CREVE COEUR • DIERBERGS-WENTZVILLE CRS 23, WENTZVILLE • DUNN MART, FLORISSANT | <ul style="list-style-type: none"> • FASTLANE CENTRAL 24, WARRENTON • FASTLANE MUEGGE 40, ST. CHARLES • FAS-TRIP 105, UNION • GAS MART 30, WEST ALTON • GAS MART 31, WEST ALTON • GAS MART 36, ST. LOUIS • GAS MART 4, JENNINGS • GAS MART 45, AFFTON • GERBES 118, JEFFERSON CITY • GOOD TIME, ST. LOUIS • HALLS FERRY FUEL & FOOD, FLORISSANT • HANLEY HILL GROC & LIQ, ST. LOUIS • HARPS FOOD STORE 209, JACKSON • HAZELWOOD 66, HAZELWOOD • HUCKS FOOD STORE 252, ST. LOUIS • HUCKS FOOD STORE 264, FLORISSANT • HUCKS FOOD STORE 271, CAPE GIRARDEAU • HY-VEE 1261, INDEPENDENCE • HY-VEE 1380, LEES SUMMIT • HY-VEE 1542, RAYTOWN • HY-VEE 1552, ST. JOSEPH • HY-VEE 1845, WARRENSBURG • HY-VEE GAS 1261, KANSAS CITY • HY-VEE GAS 1381, LEES SUMMIT • JACKSON ZX, JACKSON | <ul style="list-style-type: none"> • JENNINGS CONVENIENCE CTR, JENNINGS • JOEL'S BENTON PARK BP, ST. LOUIS • KING'S LIQUOR BEER WINE CIG, ST. LOUIS • KINGS LIQUOR MART, ST. LOUIS • KUM & GO 464, SPRINGFIELD • KUM & GO 561, SPRINGFIELD • LEMAY BP, ST. LOUIS • LIQUOR EXPRESS, JENNINGS • LMC CONVENIENCE STORE, WAYNESVILLE • MILLENNIUM SUPER STORE 1, KANSAS CITY • MOSER'S FOODS 9, COLUMBIA • MPC 7, ST. LOUIS • MPC 99, HAZELWOOD • MR. T'S LIQUOR STORE, CARDWELL • NEIGHBORS MARKET, ST. LOUIS • NEW HALLS FERRY PIT STOP, FLORISSANT • ON THE RUN 606, CHARLACK • ON THE RUN 610, CREVE COEUR • ON THE RUN 611, FLORISSANT • ON THE RUN 613, ST. LOUIS • ON THE RUN 614, OLIVETTE • ON THE RUN 624, ST. LOUIS • PATTERSON PHILLIPS 66, FLORISSANT • PHIL-MART, SALEM • PLAZA GAS, OZARK |
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In addition to MDC retailers, another group is also being recognized for selling \$250,000 or more in Club Keno tickets during 2024. Those retailers have earned their way into the Keno Crown Club.

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| <ul style="list-style-type: none"> • BILLS PUB, ST. JOSEPH • BUFFALO WILD WINGS GRILL & BAR, BALLWIN • DYLAN'S SPORTS BAR/GRILL, ARNOLD • PIRATES COVE, BRIDGETON • PLAYERS RESTAURANT, WARRENSBURG | <ul style="list-style-type: none"> • SPANKY'S BAR & GRILL, RAYTOWN • THE RUNAWAY LOUNGE, KANSAS CITY • TRUEMANS PLACE, FENTON • VFW 6274, BALLWIN • VFW POST 3944, ST. LOUIS |
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A sincere THANK YOU goes out to each of these retailers for helping us raise funds for Missouri education.

St. Patrick's Day



March 17, 2025

Purchase a \$6 **CASH 4 LIFE** single ticket & receive a **FREE \$2 SHOW ME CASH** EZMatch

ONE DAY ONLY

*The qualifying purchase cannot include an add-on to meet the purchase amount. Free Show Me Cash EZ Match tickets will not print during the draw breaks.

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!

The new \$5 game has a lot to offer, including bigger prizes at all prize levels.

	Currently	NEW, starting April 5
Megaplier/Multiplier	Megaplier, costs \$1 extra	Multiplier, already included
Starting Jackpots	\$20 million	\$50 million
Average Jackpot	\$456 million	\$803 million
Chances to Win a Prize	1 in 24	1 in 23
Estimated Jackpots over \$500 million	3-4 per year	9-10 per year
Jackpot Reset Promotions	Buy 3, get 1 free	Buy 2, get 1 free
Match 5 White-ball Numbers*	Win \$1 million	Win \$2 million to \$10 million

*Missouri has had almost 40 Match 5 winners in the last decade. That averages out to a new Mega Millions millionaire every three months!

Questions? Your Lottery Sales Representative is happy to help!

Problem Gambling Awareness Month

While a vast majority of Missouri Lottery players enjoy our games in a healthy way, a small percentage of people who gamble can develop a gambling problem. If gambling is taking over for someone you know, free support is available. Help starts with a call to 1-800-GAMBLER.

Calls made in Missouri are automatically directed to Missouri-based Bets Off services. Warning signs for problem gambling behavior can also be found at 888betsoff.org.

HELP STARTS HERE.



Have you felt the need to bet more and more money?

Have you ever lied to people important to you about how much you gambled?

1-800-GAMBLER
HELP FOR PROBLEM GAMBLING

18+ Play Responsibly

© Missouri Lottery Commission.



MARCH 7, 14, 21 & 28, 2025 • 4-7 P.M.

INCREASED PRIZES!

4-7 P.M.

EVERY FRIDAY IN MARCH!



SCAN FOR MORE DETAILS

Keno & Loyalty Go Hand in Hand

During the last Keno Bonus Hours promotion in December, we saw a noticeable increase in the number of Club Keno tickets players were entering into their *My Lottery*® Players Club accounts.

What does that tell us? The increased entries on those Friday promo dates show us that, in addition to enjoying the chance to win more during Keno Bonus Hours, players are finding added value in entering their tickets into the loyalty program for a chance to earn Rewards for Draw Points, Prize Points or Missouri Lottery coupons. It's a win-win.

My Lottery® Players Club

Retailer Spotlight

Congrats to the following businesses for their combined Scratchers and Draw Games sales. They represent the two retailers on each of the Lottery's 41 sales routes who scored the highest dollar increase over their 13-week average between the dates of Oct. 13 and Jan. 4. This time frame featured the run of our holiday-themed Scratchers and a billion-dollar-plus Mega Millions jackpot.

MidState Region

- AYERCO 22, Hannibal
- AYERCO 25, Taylor
- AYERCO 29, Kirksville
- BREAK TIME 3072, Owensville
- CASEYS 2860, West Plains
- DISCOUNT SMOKES & LIQUOR, Joplin
- DISCOUNT SMOKE & LIQUOR, Pineville
- DOWNSTREAM Q STORE, Joplin
- EASTGATE EXPRESS, Lebanon
- FASTLANE CLARK ST 18, Mexico

- FASTRIP, Cassville
- GAS & MORE, Memphis
- HY-VEE 1081, Columbia
- HY-VEE GAS 1303, Jefferson City
- KUM & GO 465, Springfield
- KUM & GO 561, Springfield
- KUM & GO 1463, Springfield
- KUM & GO 2403, Rogersville
- LMC CONVENIENCE STORE, Waynesville
- MR G'S LIQUOR, California

- MOSER'S FOODS 9, Columbia
- PHIL-MART, Salem
- PLAZA GAS, Ozark
- PRICE CUTTER PLUS 50, Springfield
- PRICE CUTTER PLUS 52, Springfield
- SCHULTE'S FRESH FOODS, Jefferson City
- SIGNAL FOOD STORE #106, Camdenton
- STATE LINE PIT STOP, Mindenmines
- THE GAS STATION, Cabool
- VERSAILLES EAGLE STOP, Versailles

Kansas City Region

- CLINTON CONVENIENCE, Clinton
- CASEYS 1187, Clinton
- QUIKTRIP 209, Raytown
- PRICE CHOPPER 105, Kansas City
- QUIKTRIP 217, Blue Springs
- QUIKTRIP 180, Blue Springs
- QUIKTRIP 216, Independence

- QUIKTRIP 208, Lee's Summit
- QUIKTRIP 178, Kansas City
- QUIKTRIP 278, Kansas City
- PRICE CHOPPER 102, Kansas City
- QUIKTRIP 222, Kansas City
- ZEPPELIN BAR AND GRILL, Princeton
- FAST ZONE 2, Plattsburg

- FASTGAS 4, St. Joseph
- JESSE'S LAST STOP 1, St. Joseph
- QUIKTRIP 179, Pleasant Valley
- QUIKTRIP 151R, Liberty
- RED X, Riverside
- QUIKTRIP 221, Kansas City

St. Louis Region

- BREAK TIME 3125, Poplar Bluff
- HEARTLAND X'PRESS, Poplar Bluff
- SIKESTON KWIK STOP INC, Sikeston
- CAR-MAC'S, Holland
- WALLIS PETROLEUM 514, Arnold
- SCHNUCKS MARKET 127, Arnold
- FAS-TRIP 107, Washington
- BUGZY'S, Sullivan
- QUIKTRIP 626, Oakland
- QUIKTRIP 641, St. Louis
- HARPS FOOD STORE 209, Jackson

- REEVES BOOMLAND #2, Benton
- DE SOTO FUELS, De Soto
- CASEYS 3802, Desloge
- QUIKTRIP 651, St. Louis
- QUIKTRIP 633, St. Louis
- QUIKTRIP 620, University City
- ON THE RUN 614, Olivette
- QUIKTRIP 658, St. Louis
- QUIKTRIP 671, St. Louis
- QUIKTRIP 643, O'Fallon
- QUIKTRIP 623, St. Charles

- QUIKTRIP 664, Bridgeton
- QUIKTRIP 634, Ellisville
- DIERBERGS-FLORISSANT 10, Florissant
- QUIKTRIP 604, St. Peters
- ON THE RUN 611, Florissant
- QUIKTRIP 639, St. Louis
- QUIKTRIP 654, Wentzville
- ALTA CONVENIENCE 4227, Wentzville
- UNITED MART BP, St. Louis
- QUIKTRIP 670, Florissant

March Calendar

MARCH 1	New Rewards Available for My Lottery® Members
MARCH 4	"Scratch Big, Win Big" Monthly Drawing
MARCH 7	"Keno Bonus Hours," 4-7 p.m.
MARCH 14	"Keno Bonus Hours," 4-7 p.m.
MARCH 17	St. Patrick's Day One-Day Promotion
MARCH 19	Monthly Drawings in Points for Drawings™
MARCH 21	"Keno Bonus Hours," 4-7 p.m.
MARCH 28	"Keno Bonus Hours," 4-7 p.m.
MARCH 31	MO Money Monday - New Ticket Delivery

Next MO Money Monday:
April 28, 2025

Monthly Proceeds Provided to Education

The February transfer of Lottery proceeds to education was approximately \$25.3 million. Based on ticket sales in January, that brings the total profits transferred so far in FY25 to \$226.5 million.

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

\$226.5 MILLION
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