



# RETAILER CONNECTION

October  
2025



**\$10**  
Nutcracker Cash  
\$200,000 top prize



**\$1**  
Frosty Fun  
\$1,000 top prize



**\$2**  
Holiday Cash Drop  
\$25,000 top prize



**\$5**  
Merry Money  
\$100,000 top prize



Earn your \$25 bonus when you confirm/activate a pack from each new game AND validate/cash a ticket from each new game by midnight the day after delivery.





## MO MILLIONS: That's MO Like It!

There's a new Draw Game in town, bringing your customers new chances to win – twice a week, every week! Here's what you need to know about MO Millions:

**STARTS  
OCT. 19**

### JACKPOTS



Start at \$1 million

### Built-in Bulls-Eye



#### More Prizes

- Six numbers drawn
- One of those numbers is the Bulls-Eye number
- Match the Bulls-Eye number, win more

### DoublePlay<sup>®</sup> option

#### More Chances to Win

- Play same numbers again in a separate drawing for another chance to win

### EZMatch option

#### Chance to Win up to \$500 INSTANTLY

- Win cash instantly by matching EZ Match number(s)

### Drawings

Every Wednesday and Saturday

Match	Base Prize	Chances 1 in:	with Double Play <sup>®</sup>
6 White Balls	JACKPOT	5,245,786	\$50,000
5 White Balls + Bulls-Eye	\$1,500	29,143	\$2,000
5 White Balls	\$750	145,716	\$1,000
4 White Balls + Bulls-Eye	\$50	833	\$70
4 White Balls	\$25	1,665	\$35
3 White Balls + Bulls-Eye	\$6	73	\$10
3 White Balls	\$3	73	\$5
2 White Balls + Bulls-Eye	\$2	18	\$3

Overall chances of winning a prize are 1 in 11.74 for each \$2 MO Millions play.



With the "BigMO Combo" promotion, your customers can get \$8 worth of tickets for just \$6 every Wednesday and Saturday from Oct. 22 to Nov. 29.

When players purchase the "BigMO Combo," they will receive:

- One Pick 3 Straight/Box ticket (\$2)
- One Pick 4 Straight/Box ticket (\$2)
- One Show Me Cash ticket (\$1)
- One Cash Pop ticket (\$1)
- PLUS one FREE MO Millions ticket (a \$2 value)

That's five Missouri Lottery games – an \$8 value – for just \$6!

You get commission on the full \$8 value!

That's 40¢ for every BigMO Combo you sell!



## REGIONAL TOP 10: \$10 SCRATCHERS

These retailers were among the top 10 retailers in their region for \$10 Scratchers sales last quarter. Way to go!



### REGION: MIDSTATE - JEFFERSON CITY TOP \$10 SCRATCHERS SALES APRIL 1 – JUNE 30, 2025

1. PHIL-MART, SALEM
2. MOSER'S FOOD 9, COLUMBIA
3. AYERCO 25, TAYLOR
4. MOSER'S FOODS 7, COLUMBIA
5. OSAGE MINI MART, WARSAW
6. SCHULTE'S FRESH FOODS, JEFFERSON CITY
7. AYERCO 22, HANNIBAL
8. LMC CONVENIENCE STORE, WAYNESVILLE
9. GERBES 122, JEFFERSON CITY
10. ROLLA MOTOMART, ROLLA



## Million Dollar Club Retailers

Ready for some more million-dollar retailers? Each of the businesses featured below sold \$1 million or more in Missouri Lottery tickets in 2024 to earn their place in the Million Dollar Club (MDC). Congratulations!



Retailer	Address	Annual Education Contribution
FastLane Central 24	710 Highway 47, Warrenton	\$261,773
Gas Mart 36	11050 Riverview Drive, St. Louis	\$259,556
QuikTrip 623	3889 Mexico Road, St. Charles	\$329,454
Hy-Vee 1845	410 E. Young Ave., Warrensburg	\$254,200
QuikTrip 169	5108 N.E. Vivion Road, Kansas City	\$282,802
Schulte's Fresh Foods	1904 Southwest Blvd., Jefferson City	\$286,418



FastLane Central 24



Gas Mart 36



QuikTrip 623



Hy-Vee 1845



QuikTrip 169



Schulte's Fresh Foods



**October 15, 2025**

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

receive a  
**FREE \$1**  
**SHOW ME CASH**

**ONE DAY ONLY**

### REGION: MIDSTATE - SPRINGFIELD TOP \$10 SCRATCHERS SALES APRIL 1 – JUNE 30, 2025

- PLAZA GAS, OZARK
- MAVERIK 5191, SPRINGFIELD
- WILD BILL'S TRAVEL CTR, RIDGEDALE
- KING FOOD SAVER 20, SPRINGFIELD
- PRICE CUTTER PLUS 50, SPRINGFIELD
- MAVERIK 5332, SPRINGFIELD
- MAVERIK 5281, SPRINGFIELD
- KUM & GO 433, BOLIVAR
- MAVERIK 5322, SPRINGFIELD
- HY-VEE 1641, SPRINGFIELD

### REGION: KANSAS CITY TOP \$10 SCRATCHERS SALES APRIL 1 – JUNE 30, 2025

- RED X, RIVERSIDE
- HY-VEE 1542, RAYTOWN
- QUIKTRIP 216, INDEPENDENCE
- PRICE CHOPPER 102, KANSAS CITY
- QUIKTRIP 179, PLEASANT VALLEY
- QUIKTRIP 233, BELTON
- QUIKTRIP 202, INDEPENDENCE
- QUIKTRIP 171, BELTON
- QUIKTRIP 168, KANSAS CITY
- RAYMORE PRICE CHOPPER 285, RAYMORE

### REGION: ST. LOUIS TOP \$10 SCRATCHERS SALES APRIL 1 – JUNE 30, 2025

- DIERBERGS-FLORISSANT 10, FLORISSANT
- QUIKTRIP 651, ST. LOUIS
- SCHNUCKS MARKET 218, ST. LOUIS
- MR. T'S LIQUOR STORE, CARDWELL
- SCHNUCKS MARKET 143, ST. LOUIS
- SCHNUCKS MARKET 191, BRIDGETON
- WALLIS PETROLEUM 533, AFFTON
- SCHNUCKS MARKET 276, FLORISSANT
- SCHNUCKS MARKET 137, ST. LOUIS
- QUIKTRIP 670, FLORISSANT



Starting Oct. 13, your Lottery customers have the chance to make the holidays **BIG!** This year's annual holiday second-chance promotion – “Dashing through the Dough” – will award **CASH** prizes through the following drawings:



Drawings	Winners	Draw Dates	One Entry Earned for:
“Holiday Bucks” \$30,000 cash, taxes paid	1 winner per drawing (3 prizes total)	<ul style="list-style-type: none"> <li>Nov. 13, 2025</li> <li>Dec. 11, 2025</li> <li>Jan. 8, 2026</li> </ul>	\$10 worth of eligible tickets entered
“Sleigh Bills” \$1,000 cash, taxes paid	10 winners per drawing (30 prizes total)	<ul style="list-style-type: none"> <li>Nov. 13, 2025</li> <li>Dec. 11, 2025</li> <li>Jan. 8, 2026</li> </ul>	\$10 worth of eligible tickets entered
“Holiday Haul” \$300 cash	50 winners per drawing (600 prizes total)	Weekly, Oct. 21, 2025 through Jan. 6, 2026	Every \$1 in eligible tickets entered



## Hundreds of retailers will win, too!

While your customers enter eligible tickets into their *My Lottery*® Players Club accounts for a chance to win, 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 merchandise prize item.

### 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.

## Monthly Proceeds Provided to Education

The September transfer of Lottery proceeds to education was approximately \$32.7 million. The transfer was based on ticket sales in August, bringing total profits transferred so far in FY26 to \$82.8 million.



## October Calendar

OCT. 1	New Rewards Available for <i>My Lottery</i> ® Members
OCT. 7	"Scratch Big, Win Big" Monthly Drawing
OCT. 13	Columbus Day, All Lottery Offices Closed
OCT. 13	New Ticket Delivery, Holiday Scratchers
OCT. 13	"Dashing Through the Dough" Player Promotion Begins
OCT. 15	Monthly Drawings in Points for Drawings™
OCT. 15	"Missouri Day" One-Day Promotion
OCT. 18	Last Lotto Drawing
OCT. 19	MO Millions Sales Begin
OCT. 22	First MO Millions Drawing

**Next MO Money Monday New Ticket Delivery:**  
Monday, Nov. 24, 2025

**RETAILER HOTLINE** 1-866-665-6883 **RETAILER PORTAL** [retailer.molottery.com](http://retailer.molottery.com)

**BRIGHTSTAR (formerly IGT) EQUIPMENT HOTLINE** 1-800-729-4832

**LOYALTY CLUB CUSTOMER SERVICE** 1-866-465-1038 **GAMBLING PROBLEM?** 1-800-GAMBLER

**WINNER CLAIM APPOINTMENTS** 573-751-4050 (option 9)



MO Lottery Official



MO Lottery Official



MO Lottery Official



Missouri Lottery