



RETAILER CONNECTION

September
2025



\$20

Starry Nights
\$300,000 top prize



6 49148 00525 8

\$5

Holiday Lights
\$100,000 top prize



6 49148 00530 2

Part One of our annual holiday Scratchers line-up will be released on Monday, Sept. 29!

Don't forget! A \$25 bonus awaits. Just confirm/activate a pack from each new game AND validate/cash a ticket from each new game by midnight the day after delivery.

MO
MONEY
MONDAY

NEW GAME ALERT! MO MILLIONS!

There will soon be a new game in town! Starting Oct. 19, MO Millions will officially become Missouri's Millionaire Game. This new \$2 game will feature drawings every Wednesday and Saturday evening.

Why your customers will love it:

- Increased prizes for matching the built-in Bulls-Eye number
- EZ Match and Double Play add-ons for even more ways to win
- Jackpots starting at \$1 million

Lotto sales will be available up to the dates listed below.
Lotto will no longer be available after the Oct. 18 drawing.
MO Millions will be ready for sales starting Oct. 19!



# OF DRAWINGS	LAST DATE TO PURCHASE*
15	Sat., Aug. 30, 2025
14	Wed., Sept. 3, 2025
13	Sat., Sept. 6, 2025
12	Wed., Sept. 10, 2025
11	Sat., Sept. 13, 2025
10	Wed., Sept. 17, 2025
9	Sat., Sept. 20, 2025
8	Wed., Sept. 24, 2025
7	Sat., Sept. 27, 2025
6	Wed., Oct. 1, 2025
5	Sat., Oct. 4, 2025
4	Wed., Oct. 8, 2025
3	Sat., Oct. 11, 2025
2	Wed., Oct. 15, 2025
1	Sat., Oct. 18, 2025

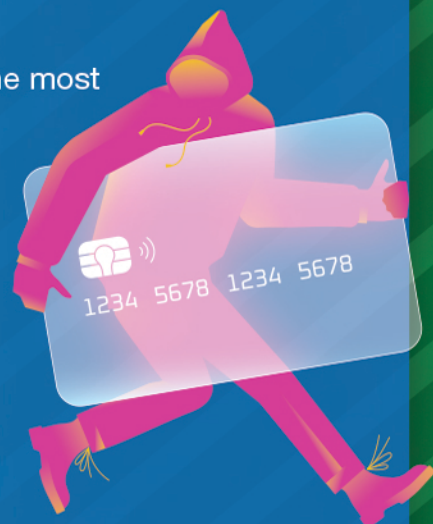
Credit Card Scam Alert

This scam isn't new, but we continue to hear reports about it. Here are the most common variations:

- Scammers falsely "attempt" to run a payment card until an error message prompts for manual entry.
- Scammers claim to have forgotten their card and ask the clerk to manually enter the numbers instead.

In either case, they are simply looking to provide you with a number tied to a card that does not belong to them.

Bottom line: NEVER manually key in a credit or debit card number for payment without the physical card.



Test Your Knowledge, Win a Prize

Each month, you'll have the chance to win Missouri Lottery swag simply for answering ONE responsible gaming question on the retailer portal website. Just go to retailer.molottery.com, click on the top image and submit your answer.

The contest is open to all Lottery retail employees. Prizes will be changed out monthly, so come back for new chances to win every month.



Million Dollar Club Retailers

Each of these retailers sold \$1 million or more in Missouri Lottery tickets in 2024, earning their spot in the Missouri Lottery's Million Dollar Club (MDC). Congrats to all!



Retailer	Address	Annual Education Contribution
Break Time 3133	420 N. Main St., Sikeston	\$294,756
Schnucks Market 272	6600 Clayton Road, St. Louis	\$440,548
Rolla Motomart	119 Howard Johnson Drive, Rolla	\$245,022
Gerbes 118	2101 Schotthill Woods Drive, Jefferson City	\$245,173
Price Chopper 359	109 N. Cedar Drive, Belton	\$301,166
Millennium Super Store 1	1501 Cleveland Ave., Kansas City	\$240,636



Break Time 3133



Schnucks Market 272



Rolla Motomart



Gerbes 118



Price Chopper 359



Millennium Super Store 1

More MDC retailers will be featured in future issues of the *Retailer Connection*.



Holiday Scratchers Preview

You'll get to see a sneak peek into our holiday Scratchers in late September, but you won't have to wait long to offer the full holiday selection. All holiday Scratchers will be available for your customers starting Monday, Oct. 13.

As always, a second-chance player promotion – along with retailer incentive contests – will also be available to celebrate the holiday games.

New Flyers: Show Off Your Contributions to Education

The Missouri Lottery exists to raise funds for public education. As our partner in this important mission, we'd like to help show your customers just how much YOU have contributed.

Your Lottery Sales Rep will soon provide a personalized flyer showing the amount of money sent to education based on Lottery sales at your specific location.

Hang it proudly.



BONUS HOURS

SEPTEMBER 5, 12, 19 & 26, 2025 • 4-7 P.M.

INCREASED PRIZES!

4-7 P.M.

EVERY FRIDAY IN SEPTEMBER!

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

MAKING A DIFFERENCE
FOR MISSOURI STUDENTS
FY26: JULY 1, 2025 - JUNE 30, 2026

\$50.1 MILLION
PROVIDED FOR EDUCATION SINCE JULY

Monthly Proceeds Provided to Education

The August transfer of Lottery proceeds to education was approximately \$27.2 million. Based on ticket sales in July, that brings the total profits transferred so far in FY26 to \$50.1 million.

September Calendar

SEPT. 1	New Rewards Available for <i>My Lottery</i> ® Members
SEPT. 1	Labor Day, All Lottery Offices Closed
SEPT. 2	"Scratch Big, Win Big" Monthly Drawing
SEPT. 17	Monthly Drawings in Points for Drawings™
SEPT. 29	MO Money Monday New Ticket Delivery

Next New Ticket Delivery: Monday, Oct. 13, 2025

RETAILER HOTLINE 1-866-665-6883 RETAILER PORTAL 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