



RETAILER CONNECTION

March 2026



\$20
Money
\$2 million top prize

6 49148 00538 8

\$5
Sapphire 7s
\$100,000 top prize

6 49148 00546 3

\$2
\$30,000
Double Match
\$30,000 top prize

6 49148 00549 4

- Earn a \$25 bonus for your store when you confirm/activate a pack AND cash a winner from each of the new games by midnight the day after delivery.





Highest Performing Retailers

This is our ongoing tribute to the 239 Missouri Lottery retailers who earned membership into the new Million Dollar Club, based on selling at least \$1 million in Lottery games in 2025. Here's a look at the next alphabetical group of retailers who met that goal:

- AYERCO 25, TAYLOR
- BEVERLY HILLS SUPERMARKET, ST. LOUIS
- BLACK JACK LIQUOR, BLACK JACK
- BREAK TIME 3125, POPLAR BLUFF
- BREAK TIME 3133, SIKESTON
- BUGZY'S, SULLIVAN
- CASEYS 1137, FARMINGTON
- CIRCLE K 1616, ST. ANN
- DIERBERGS-79 CROSSING 22, ST. PETERS
- DIERBERGS-BOGEY HILLS 09, ST. CHARLES
- DIERBERGS-LEMAI 08, ST. LOUIS
- DIERBERGS-MCKNZIE 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
- ELITE LIQUOR, DELLWOOD*
- FASTGAS 6, ST. JOSEPH
- FASTLANE CENTRAL 24, WARRENTON
- FASTLANE MOSCOW MILLS 47, MOSCOW MILLS*
- FASTLANE MUEGGE 40, ST. CHARLES
- FAS-TRIP 105, UNION
- FAS-TRIP 107, WASHINGTON
- GAS MART 30, WEST ALTON
- GAS MART 31, WEST ALTON
- GAS MART 4, JENNINGS
- GAS MART 45, AFFTON
- GERBES 118, JEFFERSON CITY
- GERBES 124, COLUMBIA*
- GOOD TIME, ST. LOUIS
- HANLEY HILL GROC & LIQ, ST. LOUIS
- HARPS FOOD STORE 209, JACKSON
- HAZELWOOD 66, HAZELWOOD
- HUCKS FOOD STORE 252, ST. LOUIS
- HUCKS FOOD STORE 271, CAPE GIRARDEAU
- HY-VEE 1261, INDEPENDENCE
- HY-VEE 1322, KANSAS CITY
- HY-VEE 1380, LEE'S SUMMIT
- HY-VEE 1552, ST. JOSEPH
- HY-VEE 1845, WARRENSBURG
- HY-VEE GAS 1381, LEE'S SUMMIT
- INFINITY MARKET 5, FLORISSANT*
- JB HAWK, SIKESTON
- JOEL'S BENTON PARK BP, ST. LOUIS
- KING FOOD MART 3, ST. LOUIS*
- KINGS LIQUOR MART, ST. LOUIS
- LEMAY BP, ST. LOUIS
- LIQUOR EXPRESS, JENNINGS
- LMC CONVENIENCE STORE, WAYNESVILLE
- LUCKY MART LLC, SIKESTON*
- MAVERIK 5191, SPRINGFIELD
- MILLENNIUM SUPER STORE 1, KANSAS CITY
- MPC 7, ST. LOUIS
- MPC 99, HAZELWOOD
- ON THE RUN 606, CHARLACK
- ON THE RUN 610, CREVE COEUR
- ON THE RUN 613, ST. LOUIS
- ON THE RUN 624, ST. LOUIS
- PRICE CHOPPER 100, INDEPENDENCE
- PRICE CHOPPER 104, BLUE SPRINGS
- PRICE CHOPPER 105, KANSAS CITY
- PRICE CHOPPER 11, KANSAS CITY
- PRICE CHOPPER 120, LIBERTY
- PRICE CHOPPER 157, LEE'S SUMMIT
- PRICE CHOPPER 18, KANSAS CITY
- PRICE CHOPPER 359, BELTON
- PRICE CHOPPER 400, INDEPENDENCE
- PRICE CHOPPER 650, INDEPENDENCE
- PRICE CHOPPER 900, PARKVILLE
- PRICE CUTTER PLUS 50, SPRINGFIELD
- QUIKTRIP 150, OAK GROVE
- QUIKTRIP 151R, LIBERTY
- QUIKTRIP 152, INDEPENDENCE
- QUIKTRIP 153, N KANSAS CITY
- QUIKTRIP 155R, INDEPENDENCE*
- QUIKTRIP 156, RAYTOWN
- QUIKTRIP 163, KANSAS CITY
- QUIKTRIP 169, KANSAS CITY
- QUIKTRIP 170, RIVERSIDE
- QUIKTRIP 171, BELTON
- QUIKTRIP 173, KANSAS CITY
- QUIKTRIP 175R, INDEPENDENCE
- QUIKTRIP 176, KANSAS CITY
- QUIKTRIP 180, BLUE SPRINGS
- QUIKTRIP 186, GRANDVIEW*
- QUIKTRIP 190, KANSAS CITY
- QUIKTRIP 197R, KANSAS CITY
- QUIKTRIP 200R, LEE'S SUMMIT*
- QUIKTRIP 201, INDEPENDENCE
- QUIKTRIP 202, INDEPENDENCE
- QUIKTRIP 204, KANSAS CITY
- QUIKTRIP 205, INDEPENDENCE
- QUIKTRIP 208, LEE'S SUMMIT
- QUIKTRIP 209, RAYTOWN
- QUIKTRIP 217, BLUE SPRINGS
- QUIKTRIP 218, KANSAS CITY

More Million Dollar Club retailers will be featured in next month's *Retailer Connection*.

**first time members*

Tribute: 40 Years of Winning

When we say we have the best partners in raising funds for public education, we mean it. The following retailers are part of an elite group of businesses who have been with us since the very beginning.

- AYERCO 36, SHELBYNA
- RAY-NOBLE LIQUOR STORE 1, THAYER
- HEARTLAND DISC PHARMACY, UNION
- SIGNAL FOOD STORE #105, BUFFALO
- SIGNAL FOOD STORE #102, AVA
- FISH'S QUICK STOP, DE SOTO
- SIGNAL FOOD STORE #103, MANSFIELD
- EXPRESS MART-FESTUS, FESTUS
- STELMACKI SUPER MKT, MOLINE ACRES
- MIDWAY AUTO/TRUCK PLAZA, COLUMBIA
- AYERCO 24, HANNIBAL
- AYERCO 25, TAYLOR

We'll highlight a new group of 40-year retailers each month this year.



Myth: The Lottery controls where winning Scratchers are sold. That's why all the big winners seem to be from big cities.

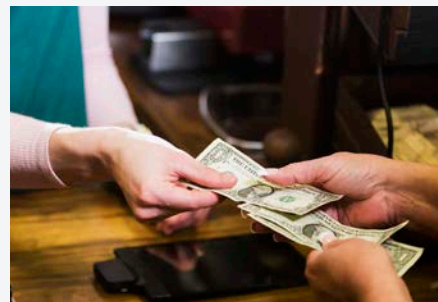
Fact: The Lottery has no way of knowing where a big winning Scratchers ticket will be sold.

- The winning tickets are randomly dispersed throughout many thousands of books of tickets.
- Retailers receive deliveries of tickets as needed, based on their levels of sales, so retailers in highly populated areas receive new supplies more frequently than retailers in areas with less population.
- It's likely for there to be more winners in highly populated areas simply because there are more retailers and more tickets being sold in those areas.
- However, the chances of winning on any given ticket remain the same – no matter where it is purchased.

MYTH BUSTER

Cash More Winners to Improve Customer Satisfaction

- Players reinvest cashed prizes for additional play, generating more Lottery sales.
- Customers who cash prizes at your store are more likely to buy other products, too.
- You receive a 2% bonus for cashing prizes up to \$600.
- You build customer loyalty and create repeat customers when you consistently cash prizes.



ST. PATRICK'S DAY

March 17, 2026

BUY:



\$6 Single Ticket

GET:



FREE Ticket
with EZ Match
(a \$2 value)

ONE DAY ONLY

*The qualifying purchase cannot include an add-on to meet the purchase amount. Coupons cannot be used in conjunction with this promotion. The Missouri Lottery reserves the right to end the promotion at any time.

©2026 Missouri Lottery Commission. MO Millions™ is a registered trademark.

CLUB Keno BONUS HOURS PROMOTION



Keno Bonus Hours are Back

If it's March, it's time for another month of "Keno Bonus Hours," offering your customers increased prizes on every qualifying purchase each Friday between 4 and 7 p.m.

"Bonus Hours" are available to all Keno players – from c-stores and supermarkets to bowling alleys and pubs.

Compared to non "Bonus Hours" months, participating retailers have seen:

Keno sales increase almost **66%** on these promotional Fridays

Keno cashing up by **79%**

- More bonus prizes
- Customers with cash in hand

Do You Know the Warning Signs of Problem Gambling?

- A. A need to gamble more and more for the same level of excitement
- B. Irritability when trying to stop
- C. Concealing gambling
- D. Gambling to escape problems
- E. All of the above
- F. None of the above.

(Answer: E)

HELP STARTS HERE.



1-888-BETS OFF

1-888-238-7633

Monthly Proceeds Provided to Education

Sales of Lottery tickets in January resulted in approximately \$23.4 million sent to Missouri public education in February. That brings total profits transferred so far in FY26 to over \$231.5 million.



March Calendar

MARCH 1	New Rewards Available for My Lottery® Members
MARCH 1	New RG Prize Available on Retailer Portal
MARCH 3	"Scratch Big, Win Big" Monthly Drawing
MARCH 6	Keno Bonus Hours, 4-7 p.m.
MARCH 13	Keno Bonus Hours, 4-7 p.m.
MARCH 17	St. Patrick's Day One-Day Promotion
MARCH 18	Monthly Drawings in Points for Drawings™
MARCH 20	Keno Bonus Hours, 4-7 p.m.
MARCH 27	Keno Bonus Hours, 4-7 p.m.
MARCH 30	MO Money Monday
Next MO Money Monday: Monday, April 27, 2026	

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? 1-888-BETSOFF

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



MOLotteryOfficial



MOLotteryOfficial



MOLotteryOfficial



MissouriLottery