



SWINGING YOUR DOOR

Quarterly Promotions Preview

Higher Sales & Commissions • Retailer Incentive Contests

AMERICA 250
Red, White & Blue
Second-Chance Summer Promotion

MAY 11 - AUG. 18

SCRATCH BIG, WIN BIG!
MONTHLY DRAWINGS

SCRATCHERS TICKET

ONGOING

250th
ANNIVERSARY

JULY 3 - 5

SIDELINE SPECIAL

JULY 3 & 11

CASH POP FRIDAY

AUG. 7

BIG MO COMBO

WEDNESDAYS & SATURDAYS

ALL MISSOURI GAMES \$8 VALUE \$6 PLAY

SEPT. 2 - OCT. 10



CLUB KENO
BONUS HOURS

SEPT. 4, 11, 18 & 25

SHOW ME CASH Anniversary

SEPT. 8

PLAYER PROMOTIONS MAKE WINNERS OUT OF RETAILERS, TOO!

As promotion times near, you'll be provided with brochures, flyers, etc. to keep your customers in the know.

NEW TICKET LAUNCH DATES: July 27, Aug. 31 and Sept. 28, 2026.



Continuing Through Aug. 18, 2026

RETAILER INCENTIVES

Dollar Sales Increase

Win a merchandise item valued at around \$250! Be one of the top two retailers on your LSR's route to increase their sales by the largest dollar amount to win.*

Percentage Sales Increase

Win a Lottery themed merchandise prize pack! Be one of the top 10 retailers on your LSR's route to increase their sales by the largest percent to win.*

*Average sales during promotion compared to the 13-week average prior to the promotion.

SCRATCH BIG, WIN BIG!

MONTHLY DRAWINGS



Monthly Drawings

Every month, 10 lucky players will win \$500 cash by entering \$30 & \$50 Scratchers tickets into their Player's Club accounts! Drawings occur the first Tuesday of every month.

Each \$50 ticket entered equals five (5) entries. Each \$30 ticket entered equals three (3) entries.

My Lottery **Players Club**



July 3 - 5, 2026

BUY:



\$6 Single Ticket

GET:



FREE Ticket
with **EZMatch**
(a \$2 value)

Find this promotion under the "Today's Promotion!" terminal button on promotion dates.

FRIDAY TO SUNDAY

Game-Day Offer

BUY: **CASH POP**

GET: **CLUB Keno**

\$5 Single Ticket **FREE 4-Spot Ticket**
(a \$1 value)

Find this promotion under the "Today's Promotion!" terminal button on promotion dates.

JULY 3, 2026

JULY 11, 2026

August 7, 2026

BUY: **CASH POP**

GET: **PICK 3**

\$5 Single Ticket

FREE Ticket
with **WILD BALL**
(a \$1 value)

Find this promotion under the "Today's Promotion!" terminal button on promotion dates.

ONE DAY ONLY

SEPT. 2 - OCT. 10, 2026

BIGMO COMBO

WEDNESDAYS & SATURDAYS

ALL MISSOURI GAMES

\$8 VALUE
\$6
PLAY



Wednesdays & Saturdays

From **Sept. 2 - Oct. 10**, try Missouri's new millionaire game **FOR FREE** on MO Millions draw days!

The **BIGMO COMBO** includes:

- \$1 Show Me Cash
- \$1 Cash Pop
- \$2 Pick 3 Straight/Box
- FREE \$2 MO Millions!
- \$2 Pick 4 Straight/Box

Find this promotion under the "Combo Packs" terminal button on promotion dates.



September 8, 2026

BUY: **SHOW ME CASH**

\$5 Single Ticket

GET: **pick 4**

FREE Ticket with **WILD BALL**
(a \$1 value)

Find this promotion under the "Today's Promotion!" terminal button on promotion dates.

ONE DAY ONLY

Fridays in September



Every Friday in September from 4-7 p.m., players who purchase a 10-Draw Club Keno single ticket will win up to 50% more on base prizes of \$2 or greater!

"Bonus Hours" Keno tickets will be printed with the words "BONUS HOURS TICKET!" That's it - it's that easy!



DOWNLOAD OUR MOBILE APP

Check for winning tickets, create digital playslips and receive automatic entry into promotions!

My Lottery
Players Club



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Thank you for 40 years of playing it forward for Missouri and public education.

JEFFERSON CITY
1823 Southridge Dr.
Jefferson City, MO 65109

KANSAS CITY
3630 Arrowhead Ave.
Independence, MO 64057

SPRINGFIELD
1506 E. Raynell Place
Springfield, MO 65804

ST. LOUIS
1831 Craig Park Ct.
St. Louis, MO 63146

18+ Play Responsibly