

RETAILERS CAN CATCH THE THRILL, TOO

May 11 – August 16, 2025

More than \$45,000 worth of prizes will be awarded to the top-selling retailers in two route-based retailer incentives:

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 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.

Your 13-week base average is .

Retailers are considered eligible and participating for prizes in this promotion if they meet the following criteria: They must be active and in good standing with Game Accounting by the end of the contest and at the time of the winners' list release. For the purpose of this incentive, "good standing" is defined, as being current with sweeps/having no uncollected sweeps. Retail winners are responsible for any applicable taxes on the prizes. Prizes are subject to availability and may be discontinued without notice.

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DOWNLOAD OUR MOBILE APP

Scan tickets to check for winning tickets, create digital playslips and receive automatic entry into promotions.



QUESTIONS?

**MOLOTTERY RETAILER
HOTLINE**

(866) 665-6883

**RETAILER
PORTAL**

retailer.molottery.com

**IGT EQUIPMENT
HOTLINE**

(800) 729-4832

Direct your players to [MOLottery.com](https://molottery.com) or (573) 751-4050.



JEFFERSON CITY
1823 Southridge Dr.
Jefferson City, MO 65109

SPRINGFIELD
1506 E. Raynell Place
Springfield, MO 65804

KANSAS CITY
3630 Arrowhead Ave.
Independence, MO 64057

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

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18+ Play Responsibly

HOOKED ON ADVENTURE



May 12 - Aug. 19, 2025



CAST AWAY & PLAY

Get ready for the big catch! Enter to win at [MOLottery.com](https://molottery.com) or through the mobile app.

The adventure starts **NOW!** From riverbanks to ocean depths, the possibilities are endless with the Missouri Lottery’s **“Hooked on Adventure”** summer promotion.

Players will have the chance to win cash - to spend however they choose - when they play and enter eligible Missouri Lottery Scratchers® or Draw Games tickets!

This promotion offers two different drawings on three drawing dates. On each drawing date, we will award one **Let the Sea Set You Free** prize and 10 **Reel in the Fun** prizes of \$1,000 cash. In addition, **Splash for Cash** drawings will be held weekly for the duration of the promotion to award \$300 cash!

LET THE SEA SET YOU FREE

(1 winner per drawing, 3 total)
Winners will receive a \$30,000 taxes-paid adventure allowance.

REEL IN THE FUN

(10 winners per drawing, 30 total)
Winners will receive \$1,000 cash.

**WEEKLY PRIZE:
SPLASH FOR CASH**

(50 winners per drawing, 700 total)
Each week during the promotion, the Missouri Lottery will award 50 winners \$300 cash. The weekly **Splash for Cash** drawing will include all eligible tickets submitted during a given week. Players will receive one entry for every dollar’s worth of tickets submitted. Entries from the **Splash for Cash** drawings will not carry over from week to week. However, these entries will count toward their \$10 requirement into their choice of **Let the Sea Set You Free** or **Reel in the Fun** drawings. Visit MOLottery.com for details.

Splash for Cash drawings will occur weekly during the promotion, beginning May 12 through August 19, 2025.



CAST AWAY & PLAY

For their chance to win, players will enter eligible Missouri Lottery Scratchers and/or Draw Games tickets through their *My Lottery*® Players Club account on the Lottery’s mobile app or at MOLottery.com. They will receive one entry for every \$10 worth of eligible Scratchers or Draw Games tickets entered. At the time of entry, and upon meeting the \$10 requirement, players will be prompted to choose which drawing they would like to enter – **Let the Sea Set You Free** or **Reel in the Fun**.

Scratchers tickets eligible for the promotion include all current, active games. For a complete list of active Scratchers, visit MOLottery.com. Eligible Draw Games are active, non-promotional tickets purchased and entered during the promotion dates, May 12 through Aug. 19, 2025. Draw Games include Powerball®, Mega Millions®, Cash4Life®, Lotto, Show Me Cash®, Pick 4, Pick 3, Cash Pop™ and Club Keno®.

While players earn entries into the promotion, they will also earn progress toward Rewards for Draw Points, Prize Points or Missouri Lottery Coupons in the Players Club! If players don’t already have a *My Lottery* Players Club account, encourage them to sign up on the Lottery’s mobile app or at MOLottery.com. It’s easy and FREE!

ENTRY DEADLINES & DRAWING DATES

DRAWING	ENTRY DEADLINE @ 11:59 P.M.	DRAWING DATES
#1	June 16, 2025	June 17, 2025
#2	July 22, 2025	July 24, 2025
#3	August 19, 2025	August 21, 2025

The Missouri Lottery will pay standard federal and state withholding taxes on the cash prizes based on the total prize value. Prizewinners will be liable for any additional applicable taxes. **Let the Sea Set You Free** winners will receive a cash payment for their summer adventure. **Reel in the Fun** winners will receive \$1,000 cash, taxes paid. Chances of winning a prize are dependent on the number of entries received. Each entry will be eligible for one drawing of the player’s choice: **Let the Sea Set You Free** or **Reel in the Fun**.