



**THE BIGGEST EVER**



## **\$50 “MILLIONAIRE BLOWOUT”**

Beginning January 31, 2022



This is the first time the Missouri Lottery has introduced a \$50 price point in the Scratchers® product mix. Each pack of “**MILLIONAIRE BLOWOUT**” contains 24 tickets, for a total retail value of \$1,200. The game is loaded with chances to win!

### PLAYERS WILL HAVE A BLAST PLAYING AND WINNING!

- ▶ \$5 million top prizes won instantly
- ▶ Best chance to win \$1 million in Missouri Lottery Scratchers history
- ▶ More than \$225 million in prizes from \$100 to \$5 million
- ▶ Chance to win up to 36 times on one ticket
- ▶ Overall chances of winning at 1 in 2.84 with an 80% prize payout
- ▶ Monthly second-chance drawings to win \$500 cash

### RETAILERS WILL BE BLOWN AWAY BY INCREASED SALES!

- ▶ \$2.50 retailer commission for each ticket sold
- ▶ 24 tickets per book (\$1,200 retail value/\$1,140 retailer cost)
- ▶ Loaded with prizes paid at retail means more dollars spent in your store
- ▶ Fewer tickets per pack mean fewer transactions and more profit
- ▶ Upselling \$20 and \$30 players to a higher price point means increased profits

**NEW  
\$50  
TICKET**





# “SCRATCH BIG, WIN BIG” MONTHLY DRAWINGS

## PLAYERS HAVE THE CHANCE TO WIN \$500 CASH!

The “Scratch Big, Win Big” drawings occur monthly, with entry starting on the first of each month and entry deadline on the last day of each month. Ten (10) winners will be drawn to win \$500 cash each month.

Prize winners will be responsible for state and federal taxes. The chances of winning a prize are dependent on the number of entries received. Visit [MOLottery.com](http://MOLottery.com) for details.

## HOW TO ENTER TO WIN

For their chance to win, players will enter current Missouri Lottery \$30 & \$50 Scratchers tickets through the *My Lottery*® Players Club at [MOLottery.com](http://MOLottery.com) or the Lottery’s mobile app. They will receive one entry for every \$10 worth of eligible tickets submitted. Each \$50 ticket entered equals five (5) entries and each \$30 ticket entered equals three (3) entries.

### CURRENT \$50 TICKET:

- ▶ Game 367 – “Millionaire Blowout”

### CURRENT \$30 TICKETS:

- ▶ Game 198 – “\$300 Million Cash Explosion®”
- ▶ Game 281 – “\$7,000,000 Mega Money”
- ▶ Game 325 – “300X”
- ▶ Game 375 – “Big Riches”

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 at [MOLottery.com](http://MOLottery.com) or through the lottery’s mobile app.

### IT’S EASY AND FREE!





# MAXIMIZE SALES AND PROFITS

“Millionaire Blowout” is printed on foil paper and will stand out at retail.







## SUGGESTIVE SELLING

- ▶ Encourage clerks to ask every customer if they would like to purchase the new \$50 “Millionaire Blowout” Scratchers ticket.
- ▶ Asking for the sale is the #1 proven best practice in the lottery industry to drive more lottery sales, 25 to 30% on average.

## POINT OF SALE AND WINNER AWARENESS

- ▶ Post winner awareness and other point-of-sale materials prominently at the point of purchase.
- ▶ Your customers will more likely make a purchase when they know about all the winners you have sold.

## CONNECT SOCIALLY

-  **LIKE & FOLLOW** Missouri Lottery on Facebook & Twitter.  @Missourilottery
-  **TAG** us @MOLottery (Facebook) and @MissouriLottery (Twitter).
-  **SHARE** our Facebook & Twitter posts.  @Molottery
-  **DOWNLOAD** our mobile app! It offers a variety of exciting features, including the ability to create digital playslips, scan tickets to check for winners and receive automatic entry into promotions.

The Missouri Lottery loves to celebrate winners. However, as of Aug. 28, 2021, that celebration will not include winners' names without prior written consent, in accordance with § 313.303 RSMo. As a result, the names of Lottery winners, including promotional winners, will no longer be made available at MOLottery.com, our mobile app, and official on-site events etc.

## Questions?

**MOLOTTERY**  
(866) 665-6883

**RETAILER PORTAL**  
retailer.molottery.com

**IGT EQUIPMENT HOTLINE**  
(800) 729-4832

### OR CONTACT YOUR NEAREST REGIONAL OFFICE:

**Jefferson City**  
1823 Southridge Dr.  
Jefferson City, MO 65109  
(573) 751-4050

**Kansas City**  
3630 Arrowhead Ave.  
Independence, MO 64057  
(816) 795-8811

**Springfield**  
1506 E. Raynell Place  
Springfield, MO 65804  
(417) 888-4227

**St. Louis**  
1831 Craig Park Ct.  
St. Louis, MO 63146  
(314) 340-5800



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