



Retailer Connection

March/April
2011

'Bass Pro Shops®' Scratchers Promo Awards an Adventure of a Lifetime!

To celebrate the launch of the Missouri Lottery's 25th Anniversary \$5 "Bass Pro Shops®" Scratchers ticket (game 826) on March 26, the Missouri Lottery is awarding exciting prizes to players and retailers through two promotions!

Your customers can win up to \$75,000 and more than 750 \$500 Bass Pro Shops® gift cards instantly by playing the "Bass Pro Shops®" Scratchers game, plus your customers could win a trip of a lifetime with the "Ultimate Outdoor Adventure" second-chance player promotion!

There will be a total of three drawings, which will take place during the promotion running from March 26 through July 12.



	Entry Deadline @ 5 p.m.	Drawing Dates
Drawing #1	Tues., April 26	Thurs., May 5
Drawing #2	Tues., June 7	Thurs., June 16
Drawing #3	Tues., July 12	Thurs., July 12

One grand-prize "Ultimate Outdoor Adventure" trip will be awarded in each of the three drawings. Players will have the option of choosing which trip they'd like to take out of 10 adventure options. Trips will include first-class round-trip airfare, deluxe ground transportation from the airport to the adventure location, spending money, an adventure-related allowance and more! Trip options range from a Key West sports fishing voyage to a Colorado white-water rafting excursion to an Alaska angling adventure, to name a few. Additionally, a total of 75 lucky players will be awarded first prizes – a \$500 Bass Pro Shops® gift card – 25 gift cards awarded per drawing.

To enter, players should submit their non-winning "Bass Pro Shops®" Scratchers tickets online at Molottery.com, in person at any of the Lottery's regional offices or by mail to:

"Ultimate Outdoor Adventure" Promotion
610A E. Battlefield Road #133
Springfield, MO 65807-4806

And you can win, too! Retailers will have the opportunity to win Bass Pro Shops® gift cards valued at more than \$19,000 during the retailer promotion running through July 12. Entering the retailer promotion is easy. All you need to do to have a chance to win is sell "Bass Pro Shops®" Scratchers tickets. When you sell your first pack of "Bass Pro Shops®" Scratchers tickets, you'll receive five entries into a route-based drawing. For each additional pack sold, one entry will be earned. From all entries earned, one retailer will be drawn from each sales route to win a \$500 Bass Pro Shops® gift card. It's that simple!

To learn more about the "Bass Pro Shops®" Scratchers game, promotions or "Ultimate Outdoor Adventure" trip options, see your Lottery sales representative or visit Molottery.com.



EZ Match Provides Chance for Easy Cash

The Missouri Lottery's "D.I.Y. Dough" player promotion is underway. Remind your customers that every time a player makes a Show Me Cash purchase with EZ Match, they will receive a "D.I.Y. Dough" Bonus Raffle ticket for chance to take home thousands of dollars worth of gift cards to The Home Depot® or Lowe's® or cold hard cash!

Once a week during the promotion, which runs through April 3, a drawing will occur among all Bonus Raffle numbers issued that week. A total of eight \$5,000 gift cards to The Home Depot® or Lowe's®, 32 \$1,000 gift cards to The



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molottery.com

My Lottery

Find the latest Missouri Lottery news and up-to-date information concerning Missouri Lottery winners, promotions, event sponsorships and winning numbers on the Lottery's website.

molottery.com

180-Day Redemption

Don't forget that all winning Missouri Lottery Scratchers tickets must be claimed within 180 days after the announced end of each game. Winning Numbers Game tickets must be redeemed within 180 days of the ticket's last winning draw date.

Must Be 18 Or Older To Purchase

You must be at least 18 years old to purchase any Missouri Lottery game or participate in any Missouri Lottery promotion.

1-888-BETSOFF

Know the one number that's always on your side.

If you or someone you know has a gambling problem, remember there's always one number on your side: 1-888-BETSOFF.

You also can find information about problem-gambling programs in Missouri at the Missouri Alliance to Curb Problem Gambling's website at:

888BETSOFF.org

Get your winning numbers on these official Lottery stations:

FOX

- 2 KTVI St. Louis**
- 4 WDAF Kansas City**
- 38 KQFX Columbia**
- 27 KSFX Springfield**

molottery.com

Winners



Sue Baker and Walter McClure of Shelbina won \$75,000 on a "Missouri Lottery's 25th Anniversary Cruise" Scratchers ticket they bought at Ayerco, 301 N. Center St., in Shelbina.



Andrew Yount of Jackson took home \$10,000 playing "Casino Cash." He purchased the winning ticket at ZX Easy Street, 1831 E. Jackson Blvd., in Jackson.



Tracy Graham of Gentry uncovered a \$5,000 prize on a "Crossword" ticket she bought at Kum and Go, 3807 Miller St., in Bethany.

Dream Come True: Couple Will Take Honeymoon After 25 Years of Marriage

A House Springs couple might not be newlyweds anymore, but they are about to take the honeymoon they never had after they said their vows nearly a quarter of a century ago. Kathy McNeely, 50, purchased a "Missouri Lottery's 25th Anniversary Cruise" Scratchers game "kind of hoping to win some money." What she ended up winning was a luxury cruise vacation, which she described as "a once-in-a-lifetime thing" that she never imagined would happen.



Kathy McNeely

"I usually don't buy a lot of scratch-offs," revealed the mother-of-three, referring to her decision to purchase the Scratchers game at Fast Lane, 8299 Highway 47, in St. Clair.

When she claimed the prize at the Lottery's St. Louis regional office on Valentine's Day, she joked that her husband "better bring me flowers today," or she might consider taking someone else on the cruise. With a laugh, she said that her 23-year-old son is already vying for a seat on the boat.

"We'll be married 25 years this April 12, and then it's the Lottery's 25th anniversary thing!" she shared. "And, we never had a honeymoon."

"Missouri Lottery's 25th Anniversary Cruise," a \$5 game with top prizes of \$75,000 and instant cruise vacations, officially began on Jan. 22.

Instant cruise prize winners will receive a seven-night Caribbean cruise vacation for two aboard a Royal Caribbean International® ship in an oceanview balcony stateroom, first-class airfare, deluxe hotel accommodations the night prior to the cruise departure date, ground transportation to and from the ship, a luggage set, \$1,000 onboard spending credit and \$500 cash.

Independence Man Claims \$1.5 Million Lotto Jackpot

An auto parts salesman from Independence is \$1.5 million richer after matching all six numbers drawn in the Missouri Lotto drawing on Feb. 12. William Johnston, 41, purchased the winning \$5 Quick Pick ticket at QuikTrip, 4740 S. Arrowhead Dr., in Independence.



Johnston plans to use the windfall for retirement.

"I feel very thankful and very blessed," he said. Johnston's prize was the 200th Lotto jackpot ticket sold since the Lottery began in 1986. The winning numbers from the Feb. 12 drawing were: 1, 3, 6, 9, 13 and 43.

In addition to Johnston's prize, QuikTrip received a bonus check for \$15,000 – equal to 1 percent of the advertised jackpot – for selling the winning ticket.

On Jan. 22, a Lotto ticket worth \$4.2 million was purchased at a Price Chopper in Independence. That prize was claimed by Deborah King of Independence, along with Cherlyn Harding, Robin Williams and Randy Harding, all of Independence, and Ruth Waldon of Neosho.

Post This Page For Customers To View

EZ Match Provides Chance for Easy Cash

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Home Depot® or Lowe's® and 400 cash prizes of \$100 will be awarded in the promotion.

In addition to the chance to win great prizes in a total of four promotional drawings, customers also have the opportunity to win up to \$500 instantly when they select the EZ Match box for an extra \$1 on their Show Me Cash tickets.

But that's not all! More than 150 retailers will also win a total of \$39,000 in prizes in the "Show Me Cash EZ Match Retailer Promotion," running from March 6 through April 3. The more Show Me Cash tickets with EZ Match you sell, the better your chances are to win. Each time you sell a Show Me Cash ticket with EZ Match, you'll receive an entry into a route-based drawing. At the end of the promotion, four lucky retailers on each sales route will be drawn to win prizes valued between \$100 and \$400.

If you have any questions about EZ Match or either of the promotions, please see your Lottery sales representative. Best of luck, and happy selling!

Note: Lowe's® is a registered trademark of LF, LLC. The Home Depot® is a registered trademark of The Home Depot U.S.A., Inc. These companies have not endorsed and are in no way associated with this promotion.

Retailers Help Curb Problem Gambling by Increasing Awareness

Thank you to all of the Missouri Lottery retailers who helped in the fight to curb problem gambling by displaying responsible gaming brochures during National Problem Gambling Awareness Week in early March.

The goal of the awareness week, which ran from March 6-12, was to educate the general public about the warning signs of problem gambling and increase understanding about the support that is available, including Missouri's free help line number, 1-888-BETSOFF (1-888-238-7633).

By displaying responsible gaming brochures, retailers raised awareness about the services accessible in Missouri to problem gamblers, their loved ones and concerned others.

To learn more about responsible gaming, visit 888betsoff.org.



James Tharp, owner of Conoco, 1440 Jefferson St. in Jefferson City, displayed responsible gaming brochures during National Problem Gambling Awareness Week

Non-Profit Program Receives Anonymous \$20,000 'Thank You'

Greg Roark of Leawood, Kan., is in the business of helping people. As the executive director of Welcome House in Kansas City, a non-profit residential drug and alcohol recovery center for men, he has assisted countless individuals during his career. It's not uncommon to receive "thank you" notes from former residents, but what the facility received on Feb. 16 left the Welcome House staff "flabbergasted."

"One day, an envelope showed up at our front desk," began Roark. "Inside was a note with a ticket that said, 'Thanks for all of your help in the past ... and here's a winning ticket.' It was a \$20,000 winning ticket."

Inside of the anonymous "thank you" note, which expressed gratitude for helping the sender turn his life around, was a winning Missouri Lottery "\$5,000,000 Cash Extravaganza" Scratchers ticket. The note went on to state that donating the ticket was the least the former resident could do for the facility that changed his life.

When asked what the donation means for the non-profit recovery center, Roark said it will help them "buy groceries and help pay the \$3,700 natural gas bill" they received in January.

"The neat thing about our program is that we do not accept any government funds – federal, state or local," he explained. "So, it's all through private donations."

To the anonymous donor, Roark had this to say: "Thank you. It's that much less that we have to raise this winter to help pay our bills."

Roark added that Welcome House has to "raise about \$1,000 a day to survive, so I just got two weeks' worth of fundraising in one day!"

"\$5,000,000 Cash Extravaganza," a \$20 ticket with a top prize of \$5 million, officially began on Jan. 23. According to Missouri Lottery records, the anonymous donor purchased the winning ticket at Price Chopper, 5800 Wilson Road, in Kansas City.

To learn more about Welcome House, visit Welcomehousekc.org.



Welcome House in Kansas City

French Village Man Becomes Instant Millionaire

A stop at Bonne Terre BP, 416 Benham St. in Bonne Terre, turned one French Village man into an instant millionaire. Michael Neely, 51, uncovered a \$1 million prize on a Missouri Lottery "100 Million Dollar Blockbuster" Scratchers ticket on Feb. 13.

As for plans for the windfall, the first-time Lottery winner had one main concern.

"My number one plan is my mom's golden

years," shared Neely, adding that his mother raised six children as a single parent.

"It means a lot," he said. "I'm going to get bills paid and be able to take care of my mom. It means the world to me. It changed my life, and I know it's going to change it forever."

"100 Million Dollar Blockbuster," a \$10 ticket with a top prize of \$1 million, officially began on Sept. 26, 2007.

**1-866-MOLOTTERY
(1-866-665-6883)
RETAILER HELP LINE**

**Ticket Order
Confirmations
Available Via E-mail**

Call 1-866-MOLOTTERY (1-866-665-6883) to speak to Inside Sales for more information.

**Customers Have More
Time to Play and Win**

It's been a few months since your customers have been able to buy some of their favorite Missouri Lottery games – Pick 3, Pick 4, Show Me Cash and Missouri Lotto – for more than two additional hours each evening. If players are still unsure about the time change, please remind them that sales now end at 8:59 p.m. for the daily games – Pick 3, Pick 4 and Show Me Cash – and 8:59 p.m. on Wednesdays and Saturdays for Lotto.

"This change is benefitting everyone, and we really appreciate retailers working with us on the transition," said May Scheve Reardon, executive director of the Missouri Lottery. "Players now have more time to buy tickets, retailers have more time to earn commissions, and that translates into more money for public education."

Since sales end at 8:59 p.m., the drawings now occur between that time and 9:15 p.m. After 9:15 p.m., players will be able to buy tickets for the next drawing.

The draw times for midday games did not change. Pick 3, Pick 4 and Show Me Cash players can still buy tickets for the midday drawings up to 12:45 p.m. daily.

If you have questions about this change, please see your Lottery sales representative.

New Scratchers



Game 826 (\$5)
"Bass Pro Shops®"

Game 827 (\$2)
"Royal Riches"

Game 828 (\$1)
"Wild Doubler"

Expiring Soon

All winning Missouri Lottery Scratchers tickets must be claimed within 180 days after the announced end of each game. Winning Numbers Game tickets must be redeemed within 180 days of the last winning draw date on the ticket.

Game		180-Day Redemption Period Began	Last Day To Redeem
732	"Sizzlin' 7's"	Sept. 6, 2010	March 5, 2011
754	"Triple Payout"	Sept. 6, 2010	March 5, 2011
755	"Money Stack"	Sept. 6, 2010	March 5, 2011
764	"Wheel Of Fortune"	Sept. 6, 2010	March 5, 2011
757	"Deuces Wild"	Sept. 17, 2010	May 16, 2011
767	"\$100,000 Taxes Paid"	Oct. 4, 2010	April 2, 2011
781	"Lucky 7's"	Oct. 11, 2010	April 9, 2011
776	"Crossword"	Oct. 22, 2010	April 20, 2011
786	"\$5,000 Bankroll"	Oct. 22, 2010	April 20, 2011

