



“The week of the promotion was the best week we’ve had this year. We weren’t expecting an additional bonus but when it started snowing on the target date the entire town was buzzing. Bank, Post Office, Grocery store, it didn’t matter where you were the conversation was about the snow event and would we get enough to trigger the payout.

Every television network from Boston was involved and put us on their evening news. We had radio interviews also. On the payout day we had a wonderful party, giving away snow globes to the winners along with a catered luncheon and of course their winnings. We will do this again and I believe it was the absolute best promotion we’ve ever done.”

- Glenn Barkley, Vice President & General Manager

