



- When Percy's Electronics store in Worcester, MA wanted an exciting promotion to kick off its holiday season, it turned to HCCSU International to insure their creative idea.
- The offer was simple enough; make a purchase at Percy's over the Thanksgiving weekend and receive a full refund if six inches or more of snow falls in Worcester on Christmas Day.
- By purchasing HCCSU's weather insurance, Percy's protected the exposure created by the promotion and put itself in a position to root for the snow instead of dreading it.
- Sure enough, in what was one of the largest December storms in years, Mother Nature dumped more than 10 inches of snow on Worcester, making for difficult holiday traveling, but also creating some happy Percy's customers.