

# Our Town America Awards \$3,000 to New Movers at Big Daddy's BBQ



New movers, Cory and Samantha Fuller, certainly have their hands full. They have two young daughters, both still in diapers, and they started a Boise business right in the heart of the pandemic. So, a surprise phone call from Our Town America could not have come at a better time.

The Fullers are the winners of this year's Our Town America New Mover Survey, which comes with a grand prize of \$3,000 – no strings attached!

Cory and Samantha moved to Boise, Idaho from North Carolina in 2020 and received a Welcome Package from Our Town America when they arrived to town. The Welcome Package is a personalized collection of useful one-time offers from local businesses. Roughly five million new movers receive the package each year and a portion take the time to complete the New Mover Survey found within. This year, the Fullers were amongst roughly ten thousand U.S. new movers across the country who completed the survey.

"I was nearly in tears when we got the call," said Samantha Fuller. "We started our business in 2020, and we plan to use the money to help the business grow. We could not be more appreciative of this unexpected gift!"

Scot and Amy Hecht, Our Town America of the Treasure Valley franchise owners,

presented the Fullers with the check in late March at Big Daddy's BBQ in Meridian, Idaho. Big Daddy's is extremely popular in the area as the founder, Hoss Grigg, was known as a hometown hero in Treasure Valley for many years. Unfortunately, he passed away in December leaving the business to his wife, Khaseta, and daughter, Kersten. These two hard-working women are proud to carry on his legacy.



Cory & Samantha Fuller with daughters, Rowan & Rylan, pictured with Scot & Amy Hecht of Our Town America of The Treasure Valley. Event held at Big Daddy's BBQ.

"Big Daddy's BBQ is a staple in the Boise area and is a big part of our Welcome Package," said Amy Hecht. "We know they have been going through a tough time, so we thought it'd be the perfect place to present the check to the Fuller family. The Fullers, too, requested to meet here as they were very impressed with their delicious barbeque and friendly service. It really did bring a smile to everyone's face."

Our Town America has been helping businesses across the nation capture the attention of new movers for 49 years. Capitalizing on new residents gives local businesses a competitive edge. By providing new movers with unique coupons and deals straight to their mailbox, Our Town America helps stimulate the economy on a local level.

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If you're a local Boise-area business looking to reach new or current customers, contact Scot and Amy Hecht at **208-866-9540**. If your business is located outside of the Boise area, contact Our Town America corporate at **1-800-497-8360** to be connected with your local representative.