Our Town America Awards $10,000 to New Movers



PRWeb – New movers across America could win a thousand dollars just by opening their mail. In celebration of the 10th Anniversary of Small Business Saturday, Our Town America, the nation's premier New Mover Marketing franchise, will award 10 certificates of $1,000 each in 10 different cities from coast-to-coast.

To win one of these $1,000 "Golden Certificate Giveaway" prizes, new residents in these cities simply must tear open their personalized Our Town America new mover welcome package and call up to claim the money. They'll receive a check they can spend anywhere, though they're encouraged to support local businesses during the holiday season.

"With this 'Golden Certificate Giveaway,' we welcome new movers to our communities across America while encouraging them to buy at local businesses," says Our Town America's CEO Michael Plummer, Jr. "Our goal is to help small businesses flourish because these mom-and-pop shops are the backbone of our economy. This holiday season, we ask new movers to learn about their local retailers. Drop in, say 'hello,' and spend money with the businesses located right in

their own neighborhoods. It's a win-win for all and a celebration of everything 'local' this holiday season."



Here's how the "Golden Certificate Giveaway" works. In the coming weeks, Our Town America will mail out their December 2019New Mover Welcome Packages full of valuable local business offers. These one-time housewarming certificates give new movers deals at local restaurants, dental offices, gyms and other businesses.

For ten lucky winners, a golden certificate of $1,000 will be included alongside the other offers.

All each winner needs to do toclaim their prize is call the Our Town America phone number printed on the Golden Certificate. Once claimed over the phone, each winner will be awarded a check for the money as part of a local ceremony during the holiday season. Winners have until January 16 to claim their prize.

Our Town America launched the "Golden Certificate Giveaway" because even though things are looking up for retailers this holiday shopping season (The National Retail Federation predicts 2019 November and December in–store retail sales to increase between 3.8%-4.2% over sales in 2018), generating in-store traffic throughout the year remains difficult and many retailers simply struggle to "hang on" until the holidays.

Plummer hopes the "Golden Certificate Giveaway" will inspire thousands of new movers to support local retailers, even if they don't win one of the big prizes.

"We support Small Business Saturday year-round at Our Town America," says Plummer. "Each Welcome Package we deliver represents a new opportunity for a new resident to build long-term, loyal relationships with local business owners offering the goods and services they need. We hope the 'Golden Certificate Giveaway' inspires more new movers than ever to open their Welcome Package,

take advantage of the offers, and build relationships with some of the best small business owners in their backyard."

For more information about Our Town America and the "Golden Certificate Giveaway" please visit https://www.ourtownamerica.com or call 1-800-497-8360.

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About Our Town America
For 47 years, Our Town America has been providing new residents with warm housewarming savings, from local neighborhood businesses, in a premium welcome package. Since the company began franchising in 2005, Our Town America has consistently been placed in the Franchise Top 50, ranking top in their category for franchisee satisfaction.

Our Town America will only recommend one of each business type, in a specific zip code, in its Welcome Package. This has been one of the key catalysts for their long-term success. Sponsors consistently rave about the uniqueness of the New Mover Marketing Program — specifically their ability to reach a brand-new audience of impressionable new residents each month.

Because of Our Town America's devotion to those concepts, thousands of satisfied business owners attest to the success and effectiveness of the program. Additionally, dozens of locally owned franchisees validate Our Town America's concept as a viable business opportunity.

Our Town America's mission is to help families and individuals adjust to their new community, while helping businesses gain new and loyal customers. In addition, they strive to provide franchisees with an excellent business opportunity. The eight million households who receive Our Town America's welcome packages annually prove that Our Town America is committed to following through on their mission.