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Winter Windfall A Success with Over 1 Million Dollars Spent in Campaign's First Year

Thursday January 3, 2018, Jackson, WY- The Jackson Hole Chamber of Commerce wrapped up its Winter Windfall campaign on December 20th, 2018 with a total ticket distribution of 56,000 to shoppers at 19 participating member businesses. Winter Windfall Started Black Friday and was created to promote local shopping during the holiday season—for every \$20 spent in participating businesses, customers would receive a raffle ticket to be entered for the \$2,000 shopping spree Grand Prize. The campaign created \$1,120,000 in revenue, making the first year a success.

Vice President of the Chamber of Commerce, Rick Howe, with the help of the Chamber's Business Development Committee, launched the first year of Winter Windfall with the single goal of increasing businesses during a historically low period.

"Winter Windfall is the prime example of the culmination of people getting together and making great things happen. The Business Development Committee is made up of 10 business leaders in our community that create initiatives designed at improving business during some of the most challenging times of the year" said Howe. "We are grateful to all our partners and especially shoppers who participated. The icing on the cake was telling three locals, they had won thousands of dollars. Truly a Win-Win, we can't wait to try it again next year with even more partners" Howe added.

Winner's of this year's grand prizes

Store	Prize	Shopper
Nest	1 st prize \$2,000	Michele Poulsen
JC Jewelers	2 nd prize \$1,000	Fred Lamming
Accentuate	3 rd prize \$500	Victoria Munoz

Thank you to all participating businesses for taking part in Winter Windfall, and to all the locals that made it out this holiday season to shop. The Chamber is very grateful for the outcome and wishes all community members a happy new year!

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