

# BROKEN ARROW CHAMBER

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## All Three Buy Broken Arrow Prizes Claimed

Broken Arrow, Okla, December 16, 2019 –This was a great year for the Buy Broken Arrow campaign, we had 75 participating merchants and handed out 1.58 million tickets. During the campaign we gave away \$1,000 in gift cards to local small businesses and had three lucky winners take home a combined total of \$15,000.

Congratulations to Tammy Bailey, Nathan and Elisabeth Hicks, and Shari Holt for being this year's Buy Broken Arrow winners. Here is a dropbox link with photos with all of the winners, [https://www.dropbox.com/sh/0zbgon7wlqt0sit/AABM\\_OG-mBMdHLHy0zigXYXFa?dl=0](https://www.dropbox.com/sh/0zbgon7wlqt0sit/AABM_OG-mBMdHLHy0zigXYXFa?dl=0).

Tammy Bailey took home \$10,000 and her ticket was from BA Tobacco Outlet. Tammy has been a resident of Broken Arrow since 2013 and only had two Buy Broken Arrow tickets. She plans on using the money to pay her bills and pay back all of the people who have helped her through a rough couple of years.

Nathan and Elisabeth Hicks were our \$3,000 winners and their ticket was from Lowe's. Nathan and Elisabeth have lived in Broken Arrow for 17 years and have two kids. Nathan is a Chamber member and owns a house flipping business called [HHH Properties LLC](#). They plan on using the money to take a family vacation.

Shari Holt was our \$2,000 winner and her ticket was from Mattress Firm. She was there purchasing two twin mattresses for her grandchildren. Shari is a long-time participant of Buy BA and plans on using the money on her family this holiday season.

"It is such a joy to meet the winners and hear their unique story," says Jennifer Conway, President and CEO of the Broken Arrow Chamber and EDC. "The BuyBA Holiday program does not only benefit those who were able to hold a winning ticket, but it has a great impact on the economic growth of the community and it highlights the importance of shopping locally both in the holidays and year-round. We were excited to make the changes to the program this year, highlighting our participating merchants on social media and billboards. We also implemented an organic campaign to promote the small businesses who don't always win due to just sheer statistics, through encouraging shoppers to post and tag small participating merchants for a chance to win one of four \$250 gift cards".

Thank you to this year's participating merchants and our sponsors who include Moody's Jewelry, Mattress Firm, 98.5 KVOO, Arrow Exterminators, BA Flooring and Design,

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Harmon Insurance, Lamar Outdoor Advertising and Nelson Nissan. Also, huge thank you to those of you who participated in Buy BA and shopped local this holiday season.

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