


BOSS Names Winner of Heavy Metal Sweepstakes



Source: www.TurfMagazine.com

Full-time firefighter and part-time snow removal contractor, Connor Hedge, 24, of Westfield, Mass., is the owner of a new Power-V XT Snowplow, one of two Grand Prizes in the Heavy Metal Sweepstakes sponsored by THE BOSS Snowplow and Gravely in September. The snowplow was recently installed by THE BOSS distributor Ken's Auto Sales, Holyoke, Mass. 

"I've been wanting a BOSS V-plow for a long time, so when I learned that I won it was a tremendous thrill and surprise for me," said Hedge, who is a paramedic and firefighter with the Westfield Fire Department. Hedge operates a part-time snow removal contracting business and said his new BOSS Power-V XT will enhance his productivity to help him get the job done faster when servicing his local accounts.

Hedge recently picked up his prize from Ken's Auto Sales, and owner Kenneth Cashman, who operates the decades-old dealership with his two sons, Mike and Tim. Ken's Auto Sales carries the full lineup of BOSS Snowplow products and specializes in quality installations with on-site, BOSS factory-trained technicians.

Hedge was one of more than 8,000 participants in the raffle-style Heavy Metal Sweepstakes, which invited current and new BOSS and Gravely Facebook fans to play online and receive daily tokens to bid on popular gear and valuable prizes, including a Gravely Pro-Turn mower, the second Grand Prize in the sweepstakes. Players who "Liked" the page received a new token each day and earned bonus entries for inviting a Facebook friend to play. Prizewinners in the sweepstakes were determined through a random drawing at the end of the promotional period.

During the sweepstakes period, the game generated nearly 232,500 bids and more than 4,500 new "Likes" for THE BOSS Snowplow Facebook page, helping BOSS

surpass its goal of reaching 10,000 fans. Open to legal residents of the 50 United States (except Hawaii and D.C.) and residents of Canada (excluding Quebec) 18 years of age or older, the Heavy Metal Sweepstakes kicked off Sept. 1 and concluded Sept. 30.

Photo: Connor Hedge, left, with Kenneth Cashman, owner of Ken's Auto Sales, receiving his BOSS Power-V XT Plow.