**FOR IMMEDIATE RELEASE**

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**Our Town America to Host November 5th PMQ Pizza Magazine Webinar**

*Upcoming Free Webinar to Focus on Niche New Mover Market,*

*Strategies to Develop Customer Loyalty*

**Pinellas Park, FL (October XX, 2014) -** Our Town America, the country’s first and fastest growing new mover marketing franchise, is teaming up with PMQ Pizza Magazine, the leading trade publication serving the pizza industry, at 3PM EST on Wednesday, November 5th 2014 for a webinar entitled “The Niche New Mover Market: The Secret to Establishing Customer Loyalty.”

Two of Our Town America’s leading new mover marketing experts, Director of Sales Michael Murphy and Lead National Sales Executive Steven Sgroi, will be featured on this webinar. They will be joining Daniel Parea and Brian Hernandez, the host of PMQ Magazine’s recurring webinar series, for a lively discussion about the powerful results targeted new mover marketing programs can generate for any local business.

Murphy says this webinar will show local business owners how to reach and influence a brand new set of movers each and every month.

“We are excited to be the featured guests in a timely webinar that will bring PMQ Magazine’s loyal audience up to speed on the benefits of new mover marketing,” says Sgroi. “Millions of people move each year and they’re actively seeking new go-to product and service providers, whether they moved across town or across the country. This webinar will show business owners how to welcome those new movers before their competition in a way that inspires long term customer loyalty - an invaluable edge for small business owners in an increasingly competitive American economy.”

For anyone interested in registering for this webinar, please visit the following link (<http://www.pmq.com/webinar/>) and join the hosts and featured guests for a riveting discussion and presentation at 3PM Eastern Time on Wednesday, November 5th.

For more information on Our Town America, please visit [www.ourtownamerica.com](http://www.ourtownamerica.com).

For more information on PMQ Pizza Magazine’s webinar series, please visit <http://www.pmq.com/webinar/>.

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**About Our Town America**

For more than 40 years, Our Town America has been providing new movers with traditional hospitality by mailing warm housewarming gifts from local neighborhood businesses in a premium welcome package. Since the company started franchising in 2005, Our Town America has consistently been placed in the Franchise Business Review Top 50 list.

One of the catalysts for this success has been Our Town America's dedication to the “sponsor exclusivity” concept, meaning they will only recommend one of each business type in any specific zip code. Our Town America allows their sponsor businesses to target only the zip codes they’d like to reach, whether that is as small as one or as large as the entire country. An innovative pinpoint tracking system is also integrated within Our Town America's program providing valuable data intended to be utilized to tweak and refine current marketing efforts. Additionally, Our Town America's unique program makes it possible for their sponsor businesses to reach a new, susceptible audience every single month - avoiding wasted coverage.

Due in large part to Our Town America’s devotion to those concepts, thousands of satisfied business owners throughout the United States attest to the success and effectiveness of the program. Additionally, dozens of locally owned franchises validate Our Town America's concept as a viable business opportunity.

It is Our Town America’s mission to assist new movers adjusting to their community, help businesses gain new and loyal customers and provide franchisees with an excellent opportunity. The eight million households who received Our Town America's welcome packages over the last year prove that Our Town America is committed to following through on that mission statement.

**About PMQ Pizza Magazine**

PMQ Pizza Magazine is the number-one national trade publication for the pizza restaurant industry. Qualified persons (anyone who works in the U.S. pizza industry) can sign up for a free subscription to PMQ by visiting [http://www.pmq.com/subscribe](http://www.prweb.net/Redirect.aspx?id=aHR0cDovL3d3dy5wbXEuY29tL3N1YnNjcmliZQ==). Learn more about PMQ by visiting the company’s industry-leading website at [http://www.pmq.com](http://www.prweb.net/Redirect.aspx?id=aHR0cDovL3d3dy5wbXEuY29t).