

Meijer Sponsors Horse-Drawn Carriage Rides at Cleveland's Winterfest

The horse-drawn carriage rides around **Public Square** are among the most popular attraction at downtown **Cleveland's Winterfest**, and this year, the free rides are being provided by Meijer.

And Meijer invited families served by the **Boys & Girls Clubs of Cleveland** to take the first rides of the season.

"As a family company, we understand how important it is to support the communities where our customers and team members live and work," said **Ken Barclay, Meijer Market Director**.

The horse-drawn carriage rides are special to Meijer because of the retailer's iconic mechanical ponies, named "**Sandy the Pony**," that are located at the front of each of its stores. Meijer debuted Sandy with the opening of **Thrifty Acres** in 1962, when the late **Fred Meijer**, who had a long history with horses, learned of 10-cent pony rides at a supermarket in Nebraska. Fred thought a dime was a lot of money and decided to charge on penny, a price which has since become a symbol of family shopping at reasonable prices.

Sandy has been a fixture ever since, and is often the last thing a child remembers on the way out of the store.

To watch a video on the history of Sandy, please click [here](#).

Additional assets available online: [**Photos**](#) ⁽¹⁾

<https://meijercommunity.com/2018-11-20-Meijer-Sponsors-Horse-Drawn-Carriage-Rides-at-Clevelands-Winterfest>