

Still a Penny: Keeping a Beloved Meijer Tradition Going

For generations, Sandy the Pony has been a small but meaningful part of the Meijer shopping experience — bringing smiles, laughter, and moments of joy to kids for only a penny.

Sandy isn't just a ride to us. Sandy is part of our history. Over the years, Sandy has become a familiar friend to countless families, often marking a child's first "ride" during a trip to the store.

Sandy also reflects a vision that was important to Fred Meijer. When the first Thrifty Acres store opened in 1962, the pony rides were originally set to cost 10 cents. Fred immediately reduced the price to just one penny because he wanted the experience to be affordable for every family. His belief was that children should be able to enjoy a special moment during a shopping trip without parents having to choose between spending money on entertainment or essentials. To this day, Sandy remains a symbol of that philosophy—creating simple, accessible joy and reinforcing Meijer's longstanding commitment to value, families, and the community.

One of the most heartwarming sights to see is how our community continues to show up for Sandy, and for one another. Next to almost every Sandy, you'll find a cup of pennies generously shared by customers and Meijer team members who want to make sure every child gets the chance to ride, even if they don't have change on hand. Those small acts of kindness are a powerful reminder of the community spirit that defines Meijer.

That is why we're proud to say we plan to keep a Sandy ride a penny for as long as possible. We want to preserve an experience our smallest customers still look forward to and parents fondly remember from their own childhoods.

From finding a penny in a pocket, to sharing one with another family, to enjoying a ride on a familiar friend, Sandy continues to create moments that stay with people long after they leave the store.

We're honored to keep offering that experience in our stores for a penny, and we're grateful to the communities and team members who help keep this cherished tradition alive.



<https://meijercommunity.com/2026-07-13-Still-a-Penny-Keeping-a-Beloved-Meijer-Tradition-Going>