

PROMO NEWS:

Chester Weber and Jamaica, USEF Horse of the Year, Meet and Greet at a Seminole Store

Combined Driver Chester Weber and his horse Jamaica, the reigning USEF Horse of the Year, thrilled fans at Seminole Stores in Ocala recently when both Weber and Jamaica made an appearance during Customer Appreciation Day. As a rider sponsored by Seminole Stores, World Champion Silver Medalist Weber was on hand to autograph posters while Jamaica – who went inside of the store for his meet and greet – enjoyed treats and admiration from his fans.

“We really enjoyed and appreciated the fact that Chester and Jamaica took part in our Customer Appreciation Day. We had a great turnout and the fans certainly liked the fact that Jamaica was inside the store,” said Seminole Stores Amanda Burleson, adding that Trick Team Denny Chapman and his horse Dusty also made an appearance.

As Weber’s Official Hay & Supply Sponsor, Seminole Stores has been part of Team Weber since 1996 and has helped celebrate all of his successes over the years. Weber was recently named a 2008 Equestrian of Honor by the United States Equestrian Federation, a title that is bestowed on an elite group of equestrians who are considered the best of the best, while Jamaica received the highest honor in the horse industry by being named USEF Horse of the Year.

“Taking Jamaica to the 40 West Seminole Store was a great experience. He certainly enjoyed meeting his fans and being part of the Customer Appreciation Day,” Weber said. “We are pleased with our long running partnership with Seminole Stores and look forward to continuing our relationship.”

Weber has his sights set on the World Equestrian Games in 2010, and Seminole Stores will go along for the ride. Seminole Stores was on-hand when Team Weber won the Four-In-Hand U.S. National Championships in Combined Driving six years in a row, and also took part in the celebration when Chester became the first American to win an individual medal at the Four-In-Hand World Championships in the Netherlands in 2008.

Throughout the years, Weber and his world-class team have relied on hay and supplies from Seminole Stores. Chester believes feeding premium hay is of utmost importance and counts on Seminole Stores’ consistent quality.

“I encourage equestrians in all disciplines to work hard toward success, and part of that success begins by feeding a premium hay,” Weber said, adding that all of his horses, including Jamaica, thrive on hay from Seminole Stores.

For more information on Chester Weber, visit his website at www.chesterweber.com.