

Denver Selects Industry Icon For Promo

Those of us in the equine trade industry know that Papa Jack Weil is a star of mega proportions. Now the city of Denver has selected his visage for a national tourism promotion.

The 106-year-old CEO of Rockmount Ranch Wear has become a television and billboard fixture, promoting Denver and particularly the Lodo area where Rockmount has been headquartered for decades.



Motorists along busy I-494 in Minneapolis get the "visit Denver" message from Rockmount's Papa Jack Weil.

The campaign is part of Denver's "Know What the Locals Know" promotion. For the Weil portion, titled "Ask for Papa Jack," the television commercial uses this tag line:

"Back in 1946, Papa Jack invented the first Western shirt with the distinctive diamond snap buttons. He's sold them to presidents and rock stars from Eric Clapton to Bruce Springsteen. Visit him at Rockmount Ranch Wear in downtown Denver where he still works at the age of 106."

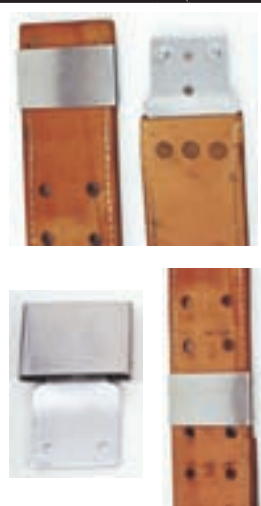
Other accolades continue to roll Papa Jack's way. In honor of his birthday in March, Denver Mayor John Hickenlooper renamed Wazee Street—where Rockmount is located—as "Jack Weil Way." He was also featured in a Q and A interview in the Denver Post on his birthday.

When asked why he still comes to work every day, Papa Jack remarked, "What the heck else would I do?"

In late April, Papa Jack's story was broadcast on National Public Radio in a segment called "Oldest CEO Draws Fans to Denver."

Correspondent Nancy Greenleese noted that Rockmount shirts had traveled from rodeo to Rodeo Drive.

"Everyone wants to be a cowboy," Papa Jack told her. "I realize that because I wanted to be a cowboy."



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