



NEWS RELEASE

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Seguin senior lends film & broadcasting skill to Chick-fil-A recruiting effort

The old saying says “the way to a man’s heart is through his stomach,” and Keegan Riojas’ effort to help bring Chick-fil-A to Seguin may prove it! The Seguin High School senior and lifelong Seguin resident recently wrote, filmed and produced a video that has been forwarded to Chick-fil-A headquarters as part of City of Seguin Economic Development retail recruitment.

Chick-fil-A tops the list of retail businesses most desired by Seguin residents, joining Starbucks, and Target. In January, within moments of the announcement that Starbucks would open a free-standing store in Seguin later this year, residents asked: **“Great! What about Chick-fil-A?”**

In the Economic Development department at City of Seguin, there is no rest for the weary. “Our work to recruit businesses like Chick-fil-A to Seguin is ongoing because our residents tell us that’s what they want,” said Terry Trevino, Director of Economic Development for City of Seguin. “When we were able to announce in January, after many, many hours of recruitment efforts, that Starbucks would be opening in Seguin, the community was very excited. It was like we had finally arrived on the world scene. But right away, we started hearing ‘What about Chick-fil-A?’ We knew we had better get back to work!”

Economic Development staff asked a couple of high school students to collect short videos with their cell phones that could be packaged into some kind of Chick-fil-A marketing video. Those students deferred to Riojas and asked him to help “because he’s a pro,” they said. Like everything else he does in his life, Riojas went BIG -- fueled by his love for Chick-fil-A and Seguin, the town his family has called home for at least five generations.

Riojas recently surprised City of Seguin Economic Development Analyst Sami Kuhn with an early draft of the video. “Keegan’s efforts far exceeded any expectations we had at the beginning,” Kuhn said. “I was thinking we would combine quick clips of random residents begging for Chick-fil-A to come to Seguin. But Keegan’s project is way beyond that. It’s clever. The music is great and it really does show how much we all want to have our own Chick-fil-A in Seguin.”

Riojas' video includes engaging music and is highlighted by cameo performances from some of SHS's best and brightest students and at least two teachers.

Economic Development staff plan to follow up and continue recruitment efforts with the company, Trevino said. "This project is a great example of our department at the City of Seguin working together with younger members of our community to make *their desires* a reality. These are the kids who are going to graduate and move into jobs in our community and who are going to be Seguin's leaders one day. So we are working hard to make Seguin the community they will want to call home in the future, just as much as we are working to enhance quality of life for their parents right now."

Riojas is the son of Seguin natives Amy and Pete Riojas. He is Student Council Senior Class President, Flag Runner, and Treasurer of the International Thespian Society Troup #5896. As part of the Matcast broadcast journalism team at SHS, he has served as sports director and features director since 2011.

The video is available online on these two sites:

Vimeo <https://vimeo.com/user26330199>

Youtube <https://www.youtube.com/SeguinEDC>

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