

Written by by Cynthia McFarland • photos: Shelley Paulson
Thursday, 27 May 2021 22:39

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Doesn't every handsome horse deserve to have a professional photo shoot? That was exactly the thought inspiring Abby Bruno of Moreno Valley, California, when she entered the 2020 Farnam SuperMask SuperModel Contest.

The winning horse is treated to a session with a professional photographer with his image to be used in an upcoming Farnam® SuperMask® fly mask ad. The winner also receives a grand prize jam packed with \$1,000 worth of Farnam® fly control and grooming products.

The 2020 contest was the third annual for the popular event, which has drawn more entries each year. A panel of judges chooses the winner based on the following criteria: overall appeal and essence of a well-cared-for horse, audience appeal and appropriateness to contest theme.

“We had thousands of contenders this year so the judges had their work cut out for them. We were all so impressed with the quality of the submissions,” says Martha Lefebvre, senior marketing manager for Farnam. “We could easily see that our fans put a lot of effort into getting their horses groomed-up and looking beautiful for a chance to be the next SuperMask SuperModel.”

“When I saw the contest on Facebook I thought, why not try? I thought it would be cool to have Arnold be a super model and get his pictures done because I think he's beautiful,” says Abby of her now 4-year-old Quarter Horse Bleu Steel who goes by the barn name “Arnold.”

Abby, a California native, nicknamed her photogenic gelding after the 38th governor of California, Arnold Schwarzenegger.

“I never win contests, so I was 100 percent surprised. When I read the email saying he'd won, I wondered if it was spam, but I hoped it was legit,” recalls an overjoyed Abby. After calling the number in the email from Farnam, the amazing news was confirmed.

June 2021 - California Quarter Horse Captures Grand Prize in 2020 Farnam Supermask Supermodel Contest

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