



NEWS RELEASE

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Contact Information:

Dana Russell, *Appaloosa Journal*

Office: (208) 882-5578 ext. 237

Fax: (208) 882- 8150

***Appaloosa Journal* Receives 2016 APEX Award for Publication Excellence**

Moscow, ID — The *Appaloosa Journal* team announced today that it has been honored with a 2016 APEX Award for Publication Excellence for its large-format 2016 Stallion Calendar.

Now in its 28th year, the APEX competition is sponsored by Communications Concepts, Inc., which advises publishing, PR and marketing professionals on best practices in print, web and publishing.

Winning among 164 Design & Illustration submissions, the 2016 Stallion Calendar showcases 14 gorgeous Appaloosa stallions in a luxurious, over-sized layout. The elegant design of the calendar captures the beauty and diversity of the breed.

Fellow winning entrants in the 2016 competition include: Ford Motor Co. Product Team, NASA, Bank of America & Time Inc., Walt Disney World, Charles Schwab, Delta Air Lines, HanesBrands Inc., Lockheed Martin and T. Rowe Price, to name a few. The 11 major categories attracted 1,634 entries and the competition was stated to be of “extraordinary quality.”

“This is the fifth year in a row our *Journal* team has achieved APEX recognition,” said Steve Taylor, ApHC CEO. “ApHC members should be especially proud of the outstanding talent and the commitment to excellence displayed by our *AJ* team. Congratulations to the gang for this well-deserved recognition.”

About Appaloosa Journal

Appaloosa Journal honors the heritage and promotes the future of the Appaloosa horse.