



# APPALOOSA HORSE CLUB EST. 1938

*The International Breed Registry for Appaloosa Horses*

NEWS RELEASE  
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FOR IMMEDIATE RELEASE

Contact Information:  
Kendra Carlson, Executive Assistant  
Appaloosa Horse Club  
Office: (208) 882-5578 ext. 274  
Fax: (208) 882-8150

## **BUY YOUR NEXT APPALOOSA AT THE 2011 WORLD APPALOOSA SALE**

**FORT WORTH, Texas**—If you're looking for an outstanding halter or performance horse prospect, look no further than the 2011 World Appaloosa Sale on Oct. 26 at 6 p.m. at the Will Rogers Memorial Center in Fort Worth, Texas!

The World Appaloosa Sale attracts many ApHC members and buyers from throughout the U.S., it is a truly global event bringing buyers from Mexico, Italy, Australia, Canada, United Kingdom and Switzerland.

The highly anticipated annual event, hosted by the Appaloosa Horse Club (ApHC), is comprised of several sales, including the Yearling Incentive Sale, the Broodmare Incentive Sale and the Select Appaloosa Sale.

- **Yearling Incentive Sale** will feature the finest Appaloosa yearlings from throughout the country. Yearlings consigned to this sale will be eligible for \$30,000 in guaranteed payouts in three incentive futurity classes at the 2012 World Championship Appaloosa Show.
- **Broodmare Incentive Sale** will consist of bred mares whose resulting ApHC-registered foal will be eligible as a 2-year-old to compete in the incentive futurity classes.
- **Select and Broodmare Sale** will include first-class performance and breeding Appaloosas.

The 2010 World Appaloosa Sale generated an overall average sale price of \$4,481 and the high-seller brought a cool \$25,000. "Everyone understands the impact of tough economic conditions, but the 2010 sale was generally strong and showcased an outstanding group of Appaloosa horses. Buyers appreciated the opportunity to add proven genetics to their programs," said ApHC CEO Steve Taylor.

Visit [www.appaloosa.com](http://www.appaloosa.com) and click on the World Sale icon at the bottom of the ApHC home page.

The Appaloosa Horse Club (ApHC) was established in 1938 with a mission of preserving, promoting and enhancing the Appaloosa breed. The ApHC has since registered more than 700,000 Appaloosas, which are known for their distinctive color, intelligence and even temperament. True to their reputation as an extremely versatile breed, Appaloosas can be found in nearly every discipline including racing, endurance riding and serving as reliable family horses. The international breed registry is headquartered in Moscow, Idaho, the heart of the Palouse region—the Appaloosa breed's namesake and point of origin.

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**Appaloosa...The Breed of Choice**