



# APPALOOSA HORSE CLUB EST. 1938

*The International Breed Registry for Appaloosa Horses*

## NEWS RELEASE

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FOR IMMEDIATE RELEASE

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## APPALOOSA HORSE CLUB 2015 ONLINE WORLD SALE

**MOSCOW, Idaho**— The Appaloosa Horse Club (ApHC) is pleased to announce that the very first ApHC Online World Sale will take place October 27-29, 2015. Consignments are being accepted until September 30<sup>th</sup> at [www.equineauctiononline.com](http://www.equineauctiononline.com). Some added perks to hosting the sale online include a reduced consignment fee of \$150, reduced commission, reduced stress of travel and plenty of exposure for your consignment. There will be a 7% commission, 5% buyer's premium, and no, no-sale fee for this year's sale. In addition, buyers from various geographical locations will have the ability to bid from the comfort of their own home!

The ApHC welcomes a variety of consignments including weanlings, performance prospects, proven show, trail and race horses, broodmares and stallions. The sale will no longer be associated with the World Show Two-Year-Old Incentive Classes.

Bidding for the Online World Sale will open on October 27 and go through October 29<sup>th</sup>. All buyers will have 24 hours to pay for their purchase and are responsible for arranging transportation. The ApHC can assist in finding transportation for sale horses that are on the grounds in Fort Worth, TX at the 2015 World Championship Appaloosa Show by making announcements.

For more information regarding this year's online sale, visit [www.equineauctiononline.com](http://www.equineauctiononline.com) or contact the Appaloosa Horse Club at (208) 882-5578 ext. 249.

*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**