



APPALOOSA HORSE CLUB EST. 1938

The International Breed Registry for Appaloosa Horses

NEWS RELEASE

October 21, 2016

FOR IMMEDIATE RELEASE

Contact Information:

Ashleigh Brown, Director of Marketing

Office: (208) 882-5578 ext. 273

Fax: (208) 882-8150

APPALOOSA WORLD SHOW CONTINUES TRADITION OF GIVING BACK

MOSCOW, IDAHO— The world's most talented Appaloosas, exhibitors, owners, and trainers are in Fort Worth, Texas for the premier event in the Appaloosa industry- the 2016 World Championship Appaloosa Show! This year's show will take place October 21- 29, 2016 at the Will Rogers Memorial Equestrian. The nine-day event will feature some of the industry's toughest and most talented Appaloosas and their exhibitors. In addition to the fierce competition, the Appaloosa Horse Club (ApHC) will join forces with members and show attendees to give back.

On Friday, October 28th the annual Toys for Tots performance will kick off with exciting classes including the always popular Freestyle Reining. Unwrapped toys or cash donations will serve as admission for the evening performance. Attendees of the evening performance will be entered to win a variety of giveaway items throughout the night.

The giving doesn't stop there- the annual American Cancer Society Benefit Calcutta will also take place Friday evening! The Calcutta features a live auction, raffle, donations, pink dessert sponsored by Al & Sue Anderson and much more! Be sure to don your pink apparel in support of this great cause.

Each year the World Show is concluded with an awards ceremony highlighting the achievements of the top participants at the show. All Things Scooters and Randy's Gold Creations have graciously donated a scooter to be given away at the awards ceremony. The 2016 World Champion in each class will receive a ticket for entry into a scooter giveaway. A limited number of these tickets will be for sale during the course of the show for \$50 each. Ticket holders must be present during the drawing to win. All proceeds from ticket sales benefit the Wounded Warriors Project.

Giving back has become a tradition at the World Championship Appaloosa Show. Over the years the Appaloosa Horse Club has raised thousands of dollars for these great causes through the support of show attendees and membership. The evening performance is sure to offer fun for the entire family. Come out and help us continue to support these wonderful causes.

For more information about this year's show and events visit www.appaloosa.com. Be sure to download the digital World Championship Appaloosa Show Premium Book and show schedule for the most up-to-date information regarding this exciting upcoming event! To donate or sponsor a giveaway at this year's show, contact marketing@appaloosa.com. For more information about the Appaloosa Horse Club and its events, please visit www.appaloosa.com or call ApHC at 208-882-5578.

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.