



APPALOOSA HORSE CLUB EST. 1938

The International Breed Registry for Appaloosa Horses

NEWS RELEASE

September 19, 2018

FOR IMMEDIATE RELEASE

Contact Information:

Elaine Pierson, Director of Marketing

Office: (208) 882-5578

Fax: (208) 882-8150

2018 WORLD CHAMPIONSHIP APPALOOSA SHOW TO BE AN EXCITING, NINE-DAY SHOWCASE OF THE BREED

MOSCOW, IDAHO—Preparation is underway for the 2018 World Championship Appaloosa Show to be held October 26th – November 3rd at the Will Rogers Memorial Center in Fort Worth, Texas. This annual event brings together the highest quality Appaloosas, elite trainers, equestrians, and proud owners from across the nation and world.

The Appaloosa World Show began in 1961 in Sedalia, Missouri - moving to its current home of Fort Worth in 1989 - and has since become one of the premier events in the industry. From Cow Horse events and Reining, to Equitation Over Fences, Western Pleasure, and Halter, there will be no shortage of entertainment and competition! Appaloosas and exhibitors will show off their talent and versatility in a variety of disciplines, seeking to claim prestigious World Championship titles.

The Progressive Social on Sunday, October 28th will be a fun and memorable activity for all! The evening will kick off at 4:30 p.m. with hors d'oeuvres in the Will Rogers Coliseum, followed by the entrée at 6:00 p.m. in the John Justin Arena. At 7:30 p.m., guests won't want to miss dessert in the Shopper's Showdown, which will feature giveaways throughout the Best of the West Gift Expo. The Progressive Social is proudly sponsored by Sue Scobee, Maestas Show Horses, and Dr. Michael Wiley.

Looking for your next performance prospect, proven performer, or breeding stock? The Appaloosa World Sale, managed by Superior Livestock, will be held Friday, November 2nd in the W.R. Watt Arena at 7:00 p.m. The Consignment Deadline is September 24th, 2018 – a late fee will be assessed for consignments received after this date. Visit www.appaloosa.com/world-show/world-show-sale to find out more about the sale and consignments.

3-2-1 Action Video will be recording this historic event once again, so don't miss any of the action and tune in at 321actionvideo.com! 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 or call (208) 882-5578 ext. 273.



APPALOOSA HORSE CLUB EST. 1938

The International Breed Registry for Appaloosa Horses

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.

###