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FOR IMMEDIATE RELEASE

## ***Appaloosa Journal* Receives 2019 APEX Award for Publication Excellence**

**Moscow, ID** — The *Appaloosa Journal* team announced today that it has earned a 2019 APEX Award for Publication Excellence for its 2018 World Show Event Program.

Now in its 31st 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 53 One-of-a-Kind Publications, the 2018 World Championship Appaloosa Show Event Program captured the excitement of the event and was organized in a way that achieved overall communications effectiveness.

Fellow winning entrants in the 2019 competition include: Time Inc., TD Ameritrade, AARP, Content Solutions, American Airlines Publishing, Ford Motor Company, and Walt Disney Company, to name a few.

"This is the eighth year in a row our *Journal* team has achieved APEX recognition," said Lynette Thompson, ApHC interim CEO. "We could not be prouder of the excellence they bring to sharing and promoting Appaloosas."

### ***About Appaloosa Journal***

*Appaloosa Journal* is the official publication of the Appaloosa Horse Club which honors the heritage and promotes the future of the Appaloosa breed.

