



# 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 PARTNERS WITH ETALON DIAGNOSTICS

**MOSCOW, IDAHO**— The Appaloosa Horse Club (ApHC) is excited to announce their recent partnership with Etalon Diagnostics as a bronze sponsor and educational partner of the Appaloosa Horse Club. Etalon Diagnostics offers unique comprehensive genetic identification panels for performance and companion horses, striving to create meaningful, useful and scientifically valid methods for improving the lives and health of our animals.

Breeders can use genetic testing help produce the Appaloosa coat pattern and characteristics that we all desire while minimizing genetic health risks. Trainers, riders and owners can use Etalon's genetic tests to better understand their horses' capabilities and limitations. Etalon's comprehensive panel provides results on more than 55 traits—including disease markers, color and pattern characteristics, abilities and performance qualities—for a single, affordable package price.

"As a research-focused company, we pride ourselves on innovation, precision and providing horse people with the information they want and need," Etalon CEO Christa Lafayette said. "Combining horses and technology just makes sense, as does listening to those who know and love horses best: owners, riders, breeders and trainers." The team behind Etalon Diagnostics includes top scientists, geneticists, biologists, tech experts, professional equestrians and animal lovers from the Silicon Valley and esteemed Universities around the nation.

The Appaloosa Horse Club is pleased to have the opportunity to promote the advancement of equine genetics with ApHC membership. ApHC members can look forward to receiving information on Etalon's services throughout the year and at the upcoming 2019 World Championship Appaloosa Show, with the opportunity to win genetic testing gift certificates for their Appaloosas.

"Our service makes it easier to know a horse inside and out," Christa said. "The better we understand our horses, the more capable we'll be of protecting their health, making them successful in their disciplines and preserving their unique beauty. We're proud to sponsor ApHC, and we look forward to working together to serve these magnificent animals and the people who love them."

The ApHC looks forward to the future and building a strong, lasting relationship with Etalon Diagnostics. For more information on Etalon Diagnostics, visit [www.etalondiagnosics.com](http://www.etalondiagnosics.com).



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*The Appaloosa Horse Club (ApHC) was established in 1938 with a mission of honoring the heritage and promoting the future of the Appaloosa horse. 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.*