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APPALOOSA HORSE CLUB JOINS NTRA ADVANTAGE EQUINE BENEFITS PROGRAM

LEXINGTON, Ky. (April 16, 2020) – The National Thoroughbred Racing Association (NTRA) announced today that the **Appaloosa Horse Club (ApHC)**, which honors the heritage and promotes the future of the Appaloosa horse, has become a member association of the **NTRA Advantage** Equine Benefits program.

NTRA Advantage delivers substantial cost savings – through local dealers – on essential products and services relevant to their business. Since the inception of NTRA Advantage in 2002, industry participants have made more than \$1 billion in purchases, resulting in \$180 million in savings.

Appaloosa Horse Club provides services for the benefit of its members which encourage Appaloosa ownership and participation. The ApHC initially aligned with NTRA Advantage in 2007 and now joins fellow equine organizations like the American Quarter Horse Association, American Paint Horse Association, and U.S. Trotting Association in extending NTRA Advantage discounts to its members.

“We are thrilled to renew our partnership with a stellar association like the NTRA,” stated Elaine Pierson, Director of Marketing for the Appaloosa Horse Club. “We continuously seek new ways to add value to an ApHC membership. Our members can look forward to impressive cost savings with major companies like John Deere, Sherwin-Williams, Office Depot and Big Ass Fans. We would like to thank NTRA Advantage for the opportunity to offer these benefits to our dedicated Appaloosa enthusiasts.”

“We are delighted to once again welcome Appaloosa Horse Club to our Equine Benefits program,” added Fritz Widaman, Senior Vice President of NTRA Advantage. “Their diligent efforts to grow their membership through the promotion, recognition, advertisement, and publicity of the breed make the ApHC a welcomed addition to our roster.”

Other members of the NTRA Advantage Equine Benefits Program include **the United States Equestrian Federation, American Horse Council, Equestrian Canada, United States Polo Association, and National Reining Horse Association.**

About the ApHC

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.

About the NTRA

The NTRA, based in Lexington, Ky., is a broad-based coalition of more than 100 horse racing interests and thousands of individual stakeholders consisting of horseplayers, racetrack operators, owners, breeders, trainers and affiliated horse racing associations, charged with increasing the popularity, welfare and

integrity of Thoroughbred racing through consensus-based leadership, legislative advocacy, safety and integrity initiatives, fan engagement and corporate partner development. The NTRA owns and manages the NTRA Safety and Integrity Alliance; NTRA.com; the Eclipse Awards; the National Horseplayers Championship; NTRA Advantage, a corporate partner sales and sponsorship program; and Horse PAC®, a federal political action committee. NTRA press releases appear on NTRA.com, Twitter (@ntra) and Facebook (facebook.com/1NTRA).

