



APPALOOSA HORSE CLUB EST. 1938

The International Breed Registry for Appaloosa Horses

NEWS RELEASE

AUGUST 4, 2020

FOR IMMEDIATE RELEASE

Contact Information:

Hannah Cassara, Advertising & Marketing Director

Office: (208) 882-5578, ext. 256

Email: marketing@appaloosa.com

Appaloosa Horse Club welcomes Kensington Protective Products as newest corporate sponsor

MOSCOW, IDAHO — The Appaloosa Horse Club (ApHC) is excited to announce its new partnership with Kensington Protective Products. Kensington is a family owned and operated business known for fashion-forward, high-quality equine products designed in the USA. They began in 1954 by introducing the first canvas turnout blanket, as well as the bareback pad to the equine industry.

“During times of uncertainty is when we need to stand up and support each other. COVID will have forever changed our lives, but we have to all find a way to continue to move forward,” said Kensington President and Owner, Anthony Gatto. “Kensington has its own challenges, but I know as a community we will get through it. As the community continues to support me and Kensington, I wanted to reach back out and support the community. Kensington is proud to step up during these times and sponsor the ApHC.”

Kensington is excited to support the heritage of the Appaloosa, as they are a company that prides themselves on their heritage. Kensington will be able to offer the Appaloosa the protections they need from all the elements, so when their products are removed, these majestic animals can show off their colorful spotted coats. Coat conditioning and protection is something Kensington prides itself on and knows in a short time Appaloosa owners will agree.

"We are honored to partner with Kensington," said ApHC Executive Secretary Lynette Thompson. "They are known for high quality products and honorable business practices. When just saying we'll get through it together isn't enough, they stepped up to actively work together. We are excited to share Kensington's products with our Appaloosa community."

For more information about all that Kensington Protective Products offers, please visit www.KensingtonProducts.com.

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.

###