



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 Signs Contract Agreement with Marketing Consultant Melissa Street

MOSCOW, Idaho —The Appaloosa Horse Club is pleased to announce a new contract agreement with Marketing Consultant, Melissa Street. Street will be coming on for our National Appaloosa Show and the World Championship Appaloosa Show to support sponsorship efforts, show management, show preparation, partnerships, along with marketing and advertising support.

Though this contract marks a new start for Street in the Appaloosa Horse Club, she is not new to the industry. Street has been active in the equine industry since she was a little girl starting out in 4H. Throughout the years she continues to be involved with the industry through raising and showing horses, as well as assisting with several Top 10 shows.

Street said, “My goal is always to help plan, promote, and create a show experience that is enjoyable for exhibitors, judges, and everyone in between.”

In addition to her commitment to horse shows, the coming National and Youth World Show aren't the only thing fueling Street's excitement for this position. She said, “The chance to work with such a devoted group of people to promote a breed that is so rich in history and diversity is exciting! Throughout the horse industry there are many different breeds and disciplines, but the love for the animal, its well-being, and the industry itself is what brings us all together.”

We are excited to have Melissa joining us in this position and know that she will have an incredible impact on our members, sponsors, staff, and everyone in between. She can be reached at MStreet@appaloosa.com or ext. 288.

Congratulations Melissa Street and welcome to the team!



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.