



## **PRESS RELEASE**

### **Inaugural Performance Color Futurity kicks off in 2018.**

December 5, 2017, Sheffield, Iowa – A new performance futurity program featuring color breed horses is being introduced.

The Color Choice Futurity is a new program for “eligible” horses to vie for a portion of the total purse in classes aimed at western pleasure and hunter under saddle prospects and futurity-aged individuals. “In an effort to help improve our industry, we have formed the Color Choice Futurity program to benefit those breeding, raising and showing Paint, Appaloosa, Palomino and Buckskin performance horses,” said Jennifer Sheriff. The Color Choice Futurity is strictly for Color Breed horses, and are required to be registered with one of the following associations; APHA, ApHC, ABRA, IBHA & PHBA.

“With the long wait period to raise and train performance horses before they get to the show pen, we have structured the CCF program to better fit the needs of our owners and exhibitors. We have eliminated the Mare Nominations and Weanling Nominations. The Color Choice Futurity features Stallion Enrollment fee and begins with Yearling Nominations with a fee schedule. This user friendly format is designed for a faster return on our participant’s investment. After many discussions with stallion owners, mare owners, and trainers, everyone agreed there was need for this type of futurity program. The Color Choice Futurity will offer Longe Line, Two Year Old and Three Year Old Classes with additional bonuses and prizes in 2018,” said Sheriff.

The Color Choice Futurity is open to APHA, ApHC, ABRA, AQHA, IBHA, and PHBA stallions to enroll. The Stallion enrollment deadline is December 31, with a payment plan. All Yearlings, Two Year Olds and Three Year olds sired by enrolled stallions will be eligible to show immediately in 2018.

The 2018 CCF classes will be held in conjunction with Color Breed Shows. Stay tuned for more information for show dates and venue locations. The Color Choice Futurity can also be found on Facebook for the latest news.

Visit the website for information and forms: [www.ColorChoiceFuturity.com](http://www.ColorChoiceFuturity.com)

Contact Jennifer Sheriff at 641.530.1377 or email: [ColorChoiceFuturity@gmail.com](mailto:ColorChoiceFuturity@gmail.com)