



Canadian Sport Horse Association

For Immediate Release

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The Canadian Sport Horse Association Select Sale Gets Rave Reviews

Calgary, Alberta—Thumping house music, cutting edge fashion, and impeccably groomed “models”—the [Canadian Sport Horse Association Select Sale](#) rivaled the catwalks of London and New York. And the “collection” is getting rave reviews!

Held on September 10th, 2012, the “haute couture event of breeding” brought together the world’s best bloodlines with designer labels in a fashion-show-inspired auction. The elite affair drew the who’s who of the West. Tani Zeidler, Nancy Southern, Brian and John Anderson, Laura and Brent Balisky, Debbie Garside, and 470 more flocked to Calgary’s [Creekside Farm](#) for an evening of fashion, philanthropy, and fine breeding.

One Very Special Donkey

Kicking off the gala auction was Angus, a Circle C-bred Miniature Donkey donated by National Bank Financial Edmonton. Raising funds for the Adaptive Bike Clinic of the Calgary Cerebral Palsy Association (CCPA), Angus sold for a whopping \$19,500!

“This humble little donkey has no idea how many lives he’s going to touch! Last year, we spent just over \$53,000 on bikes for disabled kids. With the funds raised by Angus, we hope to get 20 physically challenged kids on bikes. We’re so thankful to the CSHA and Creekside Farm,” said Carol Mertens, Board President of the CCPA.

Nearly \$1,500 more was raised for the longstanding, family support organization through the sale of the designer fashions by Alessandro Albanese, Manfredi, Romfh, and Cavalor shown the catwalk. Tout le Monde outfitted all the models.

Catering to Consumer Confidence

Glitz and glamour ruled the runway, but it was the unique showcase for Canadian breeders and customer-focused atmosphere that drove the bidding. “Purchasing a horse is always a leap of faith,” said CSHA president Marika van Hoogenhuize. “We strove to arm potential buyers with as much information as possible.”

Every horse at the Select Sale was pre-vetted by an independent team of respected veterinary professionals. Daily viewings and trial rides were held at

Linda and Jacques Ackermann's Creekside Farm the entire week leading up to the event. And video footage and detailed pedigrees of each horse were made available online. With daily demonstrations at Spruce Meadows during the Masters' Breeds for the World exhibition, potential buyers also had the unique opportunity to see how each horse performed under a high profile show setting.

"They all handled the crowds and the charged atmosphere of Spruce Meadows amazingly well. They had to haul back and forth from the farm, deal with an adoring public, waving flags, riding in very small ring. It spoke volumes to how well the horses were prepared," said the evening's MC Shauna Cook, of [Carousel Ridge](#), Sherwood Park, Alberta.

Celebrity Bloodlines

The supermodels of the show were the 13 expert-picked horses. Chosen for their exceptional bloodlines and competitive performance potential, the "designer collection" strutted the black and red runway. Video footage of the horses played on a Videotron screen in the background as the night's MCs—local professional Shauna Cook and breeding expert Janko van de Lageweg—shared their insights into each horse's rideability and bloodlines.

"I was very impressed by the quality of pedigree showcased at the Select Sale. The horses came from very prominent stallions in Europe," said van de Lageweg of [VDL Stud](#) in the Netherlands. The renowned breeder attended the Select Sale despite losing his colleague, Dutch chef d'equipe Sven Harmsen, the evening before to a fatal heart attack.

"It's so important to have both a good stud and a good mother-line to produce a quality sport horse," he said.

The highest selling horses of the night had just that. The top seller was Cabernet, a 2007 mare (Ikoon x Goodtimes) that went for \$60,000. Her lineage includes such stallion greats as Libero H, Nimmerdor 147, and Landgraf I. The second top-selling horse, Carousel's Courteo (\$47,000), also boasts famous parents (Cornet Obolensky x Come Back II). The 2008 Canadian Sport Horse gelding is a descendent of Lurioso, Clinton, Nimmerdor 147, Langraf I, and Ladykiller.

Evolving to Excellence

"As our first auction, the Select Sale was a novel way to illustrate the CSHA's ongoing commitment to improving sport horse breeding in Canada," explained van Hoogenhuize. "We believe an evolving model is a best way to accomplish that." The CSHA is the first open studbook in North America to include European Warmbloods.

"Being able to recognize a great stallion, regardless of its origin, and include it in the studbook is a huge advantage of being open or, in other words, evolving as a breed. This allows the breed to develop great horses. This is what we do in Europe," said van de Lageweg. "As soon as a studbook begins to feel they have everything they need, and operates as closed, it's a dead end street."

With the Select Sale collection now in barns across the nation, the CSHA is gearing up for it's next event, the Ontario Signature Series Breed Show on September 22-23, featuring the first qualifier for the prestigious Royal Winter Fair. For more information on the Select Sale and all CSHA events, visit www.c-s-h-a.org.

About the CSHA. The CSHA promotes Canadian breeders and Canadian-bred sport horses. Established in 1926, the CSHA is incorporated under the Animal Pedigree Act and is the oldest registry of sport horses in Canada. The CSHA is also a member of the World Breeding Federation of Sport Horses, a breed member affiliate of Equine Canada, and the first open studbook in North America to include European Warmbloods in its pedigrees. Learn more about the CSHA at www.c-s-h-a.org.

Media contact: Allison Pezzack canadiansporthorse@gmail.com 905-939-8039

CSHA President Marika van Hoogenhuize, renowned breeder Janko van de Lageweg, and CSHA Marketing Communications National Director, Allison Pezzack welcomed 470 attendees for a night of fashion, philanthropy, and fine breeding at Calgary's Creekside Farm.

Photo credit: Black Diamond Films Inc.