

# 2021 KEENELAND JANUARY HORSES OF ALL AGES SALE

## MEDIA KIT



### SCHEDULE

**Dates:** Jan. 11-14

Keeneland Sales Pavilion  
1,608 horses cataloged

All sessions begin at 10 a.m. ET.

The sale catalog is available on Keeneland.com.

The entire sale will be streamed live on Keeneland.com.

TVG2 will feature live coverage of the first two days of the sale from 10 a.m. until 7:30 p.m. The entire sale will be shown on the Watch TVG App.

#### Book 1

Monday, Jan. 11                      Hips 1-400G (407 head)

Tuesday, Jan. 12                    Hips 401-800M (412 head)

#### Book 2

Tuesday, Jan. 13                    Hips 801-1199H (407 head)

Wednesday, Jan. 14                Hips 1200-1579B (382 head)

### MEDIA CONTACTS

#### Director of Communications

Amy Gregory

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#### Communications Associate

Amy Owens

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### FTP SITE AND MEDIA RESOURCES

January Sale video and still photos are available on Keeneland's FTP site for editorial use. The site will feature sale ring video and photos of top-priced horses along with sale b-roll and scenic shots.

Access to the FTP site does not require a username or password. To receive a link to the site, please email Amy Gregory (agregory@keeneland.com) or Amy Owens (aowens@keeneland.com).

Photos and video are intended for editorial, noncommercial use only. Please credit as "Keeneland photo" or "Keeneland video."

In addition, Keeneland will provide the following coverage of the January Sale:

- Visit Keeneland.com and social media (Facebook, Instagram and Twitter) for sales news.
- Timely updates about top-priced horses will be posted on Keeneland.com and on Keeneland's social media.
- Press releases recapping each of the four sessions will be distributed daily via email and posted on Keeneland.com.

Keeneland.com contains a wealth of information about Keeneland sales. Features include searchable catalogs and results dating back to 1999 and a list of stakes-winning sales graduates that can be sorted and downloaded.

### KEENELAND SALES STAFF

Shannon Arvin ..... President, CEO and Interim Head of Sales  
Geoffrey G. Russell ..... Director of Sales Operations  
Mark Maronde ..... Director of Sales Development  
Ryan Mahan ..... Director of Auctioneers  
Brent Hacker ..... Director of Sales Accounting  
Chip McGaughey ..... Sales Associate  
Dean Roethemeier ..... Sales Associate  
Kyle Wilson ..... Sales Associate  
Ashley Whalen ..... Racing and Sales Operations Manager  
Christina Blacker ..... U.S. Representative  
Gabby Gaudet ..... U.S. Representative  
Scott Hazelton ..... U.S. Representative  
Ed Prosser ..... Europe Representative  
Kate Hunter ..... Japan Representative  
Barry Bowditch ..... Australia Representative

## 2020 January Horses of All Ages Sale Figures (includes Private Sale results)

Session	Date	# Sold	Gross	Average	Median	Million \$	RNAs	RNA%	Outs	Cataloged
1	Monday, Jan. 13	233	\$15,003,300	\$64,392	\$35,000	0	74	24.10%	106	413
	<i>Subtotal</i>	<i>233</i>	<i>\$15,003,300</i>	<i>\$64,392</i>	<i>\$35,000</i>	<i>0</i>	<i>74</i>	<i>24.10%</i>	<i>106</i>	<i>413</i>
2	Tuesday, Jan. 14	238	\$17,414,300	\$73,169	\$40,000	0	65	21.45%	108	411
	<i>Subtotal</i>	<i>471</i>	<i>\$32,417,600</i>	<i>\$68,827</i>		<i>0</i>	<i>139</i>		<i>214</i>	<i>824</i>
3	Wednesday, Jan. 15	237	\$5,253,200	\$22,165	\$12,000	0	60	20.20%	77	374
	<i>Subtotal</i>	<i>708</i>	<i>\$37,670,800</i>	<i>\$53,207</i>		<i>0</i>	<i>199</i>		<i>291</i>	<i>1,198</i>
4	Thursday, Jan. 16	247	\$3,493,100	\$14,142	\$7,000	0	41	14.24%	86	374
	<i>Subtotal</i>	<i>955</i>	<i>\$41,163,900</i>	<i>\$43,104</i>		<i>0</i>	<i>240</i>		<i>377</i>	<i>1,572</i>
5	Friday, Jan. 17	153	\$1,323,600	\$8,651	\$4,200	0	48	23.88%	83	284
	<b>TOTAL</b>	<b>1,108</b>	<b>\$42,487,500</b>	<b>\$38,346</b>	<b>\$14,000</b>	<b>0</b>	<b>288</b>	<b>20.63%</b>	<b>460</b>	<b>1,856</b>

## Million-Dollar Horses — January Horses of All Ages Sale

Sale	Total	(Number Sold by Total Sale and Session)							
		Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
2020	0	0	0	0	0	0	N/A	N/A	N/A
2019	1	1	0	0	0	N/A	N/A	N/A	N/A
2018	2	0	2	0	0	N/A	N/A	N/A	N/A
2017	1	1	0	0	0	0	N/A	N/A	N/A
2016	0	0	0	0	0	0	N/A	N/A	N/A
2015	1	0	1	0	0	N/A	N/A	N/A	N/A
2014	0	0	0	0	0	N/A	N/A	N/A	N/A
2013	3	1	2	0	0	0	N/A	N/A	N/A
2012	1	1	0	0	0	N/A	N/A	N/A	N/A
2011	1	1	0	0	0	0	N/A	N/A	N/A
2010	1	0	1	0	0	0	N/A	N/A	N/A
2009	0	0	0	0	0	0	0	N/A	N/A
2008	4	1	3	0	0	0	0	0	N/A
2007	2	1	0	0	1	0	0	0	0
2006	1	0	1	0	0	0	0	0	N/A
2005	2	1	1	0	0	0	0	N/A	N/A
2004	0	0	0	0	0	0	N/A	N/A	N/A
2003	0	0	0	0	0	0	N/A	N/A	N/A
2002	3	3	0	0	0	N/A	N/A	N/A	N/A
2001	1	0	1	0	0	0	0	N/A	N/A
2000	6	0	6	0	0	0	N/A	N/A	N/A