



January

Horses of All Ages Sale

Tuesday 11 - Friday 14

Media Kit

MEDIA RESOURCES

AVAILABLE ON PHOTOSHELTER

Keeneland now offers photos and video for editorial use and archive press releases and other press materials via PhotoShelter digital asset management system. The PhotoShelter system replaces the Keeneland FTP site.

The following images will be available on PhotoShelter to facilitate coverage of the January Horses of All Ages Sale:

- **Photos:** Sales scenics and images of top-priced horses and people of interest. Photos of highest-priced horses will be posted each day.
- **Video:** January Sale b-roll and videos of top-priced horses posted near the end of a session.

Please credit as "Keeneland photo" or "Keeneland video."

Access the site at
[keeneland.photoshelter.com](https://www.keeneland.photoshelter.com).

Login information:

- **Email:** media@keeneland.com
- **Password:** Keeneland1936!

PhotoShelter users also may retrieve a variety of Keeneland press materials and images, including the 2021 Media Guide and Fall Meet Media Guide Supplement, general Keeneland racing and sales scenics, Keeneland logo, 2022 Breeders' Cup at Keeneland logo, press releases and headshots of Keeneland's Executive Team.

In addition, Keeneland will provide:

- **Timely updates** about top-priced horses posted on Keeneland.com and Keeneland's social media (Facebook, Instagram and Twitter).
- **Press releases** recapping each of the four sessions distributed daily via email and posted on [Keeneland.com](https://www.keeneland.com). A press release following the final session will contain full results and a recap of the entire sale.

REVISED SCHEDULE

DATES: JAN. 11-14

- Keeneland Sales Pavilion
- 1,631 horses cataloged
- The sale catalog is available on [Keeneland.com](https://www.keeneland.com).
- The entire sale will be streamed live on [Keeneland.com](https://www.keeneland.com).
- All sessions begin at 10 a.m. ET.

Book 1

Tuesday, Jan. 11 | Hips 1-430G (437 head)

Wednesday, Jan. 12 | Hips 431-853H (431 head)

Book 2

Thursday, Jan. 13 | Hips 854-1224G (378 head)

Friday, Jan. 14 | Hips 1225-1609 (385 head)

MEDIA CONTACTS

DIRECTOR OF COMMUNICATIONS

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COMMUNICATIONS ASSOCIATE

Amy Owens | 859 421-2566 (cell) | aowens@keeneland.com

KEENELAND STAFF

- **Shannon Arvin**, President and CEO
- **Tony Lacy**, Vice President of Sales
- **Cormac Breathnach**, Director of Sales Operations
- **Mark Maronde**, Director of Sales Development
- **Ryan Mahan**, Director of Auctioneers
- **Chip McGaughey**, Sales Associate
- **Dean Roethemeier**, Sales Associate
- **Kyle Wilson**, Sales Associate
- **Ashley Whalen**, Director of Racing and Sales Administration
- **Morgan Richardson**, Horsemen Relations Manager
- **Christina Blacker**, U.S. Representative
- **Gabby Gaudet**, U.S. Representative
- **Scott Hazelton**, U.S. Representative
- **Brent Hacker**, Director of Sales Accounting
- **Sidney Boots**, Jockey Club Certificate Services
- **Mara Johnson**, Sales Assistant
- **Mindy Hunter**, Sales Entries
- **Debbie Case**, Sales Accounting/Liens
- **Kristey Weisenberger**, Sales Accounting
- **Barry Bowditch**, Australasia Representative
- **Kate Hunter**, Japan Representative
- **Ed Prosser**, Europe Representative

Session Figures—2021 January Horses of All Ages Sale

Session/Day		# Sold	Gross	Average	Median	Million \$ Horses	RNAs	Out	Cataloged
1/Mon., Jan. 11	In the Ring	206	\$12,095,300	\$58,716	\$35,000	0			
	Post Sale	9	\$272,500	\$30,278	\$25,000				
	<i>Session Total</i>	215	\$12,367,900	\$57,525	\$35,000	0	87	105	407
2/Tue., Jan. 12	In the Ring	247	\$23,319,400	\$94,411	\$40,000	0			
	Post Sale	12	\$532,000	\$44,333	\$31,000				
	<i>Session Total</i>	259	\$23,851,400	\$92,090	\$40,000	0	59	94	412
	<i>Sale Subtotal</i>	474	\$36,219,300	\$76,412		0	146	199	819
3/Wed. Jan. 13	In the Ring	255	\$4,378,300	\$17,170	\$7,000	0			
	Post Sale	10	\$113,000	\$11,300	\$8,500				
	<i>Session Total</i>	265	\$4,491,300	\$16,948	\$7,000	0	50	92	407
	<i>Sale Subtotal</i>	739	\$40,710,600	\$55,089		0	106	291	1,226
4/Thu., Jan. 14	In the Ring	255	\$5,729,000	\$22,467	\$7,000	0			
	Post Sale	4	\$43,000	\$10,750	\$3,500				
	<i>Session Total</i>	259	\$5,772,000	\$22,286	\$7,000	0	29	94	382
SALE TOTAL		998	\$46,482,600	\$46,576	\$15,000	0	225	385	1,608

Million-Dollar Horses — January Horses of All Ages Sale

(Number Sold by Total Sale and Session)

Sale	Total	Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
2021	0	0	0	0	0	N/A	N/A	N/A	N/A
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