

Press Release

PREMIER EQUINE AUCTIONS

“A Cut Above” horse sale announces new ownership while bringing fresh new ideas to the horse industry in an old-fashioned atmosphere.

Mike Pedersen and Steve Friskup have joined forces to offer a “PREMIER” sale in order to bring buyers and sellers together in a professional and friendly environment.

Working in the auction business has never been just a job for long-time friends Mike Pedersen and Steve Friskup; it's a passion. It is this passion, along with a strong commitment to God, good business ethics and a dedication to honesty and integrity, that has helped their reputations grow over the years. Steve is, and has been one of the most sought-after equine auctioneers in the country—working for many of the top auctions for over 30 years. Mike has been in the auction business for over 30 years, owning and operating several auction companies, selling horses, equipment and vehicles. Coming together as co-owners, they have combined their many years of experience and knowledge of the equine/auction industry to bring to you a “Premier” Horse sale that is “A Cut Above” the rest! Premier Equine Auctions prides itself on being large enough to serve you, but small enough to know you, and brings to you a company committed to professionalism and customer service, understanding the importance of both in today's business environment. “We are really excited about this partnership and are looking forward to serving all your equine auction needs.” Says Mike Pedersen, co-owner.

Come out and share in the “Premier” experience at their Upcoming East Texas Spring Fling Horse Sale, being held on Friday, April 5th and Saturday, April 6th in Lufkin, TX at the George H. Henderson Expo Center. The sale will feature a Friday evening Premier Riding Horse Session along with a Premier Mixed Session on Saturday. Selling ropers, reiners, cutters, sorters, penners and pleasure horses. Their next sale will be held on October 11th & 12th, also at the George H. Henderson Expo Center.

For more information on Premier Equine Auctions upcoming sale or how to enter a horse into the sale, visit their website, www.premierequineauctions.com, or call their office at 337-494-1333.

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