

EUROPEAN CLASSICS SUNRISE SALE 25

Dear friends of Sunrise Sale, dear breeders,

We have never faced such a situation in the 25-year history of our TOP event Sunrise Sale.

Due to the current cases of infections as a result of the corona pandemic and to prevent the virus from spreading further quickly, we decided to carry out "Sunrise Sale 25" planned for March 27, 2020 as an online event for the first time.

To combine supply and demand, we are available for you online at www.live-sales.com. The animals remain in their home barns. We will provide you with photos or videos promptly on www.live-sales.com, the Sunrise Sale homepage www.sunrise-sale.com, as well as on the websites of the organizers and on Facebook.

The sale starts on Friday, March 27, 2020 with the „Warm-Up“ at 8:00 a.m. From this point onwards, bids can be placed online for each lot. Punctually at 7:00 p.m., as in a live auction, all animals are auctioned one after the other in catalog order and with the previous bids as starting prices. The purchases will be completed individually. That means the „Final“ starts with catalog # 1. As soon as this is sold, the sale of catalog # 2 and following starts, the auction closes with the sale of catalog # 46 at approx. 10 p.m.

In order to become active as a buyer online, a prior and simple registration www.live-sales.com is required. The red button "Login" is available for this. For more information, see "Tips for registration and login". Please register early, registration is already possible now. Videos and photos of the sales animals, which we add daily, are available for viewing after Login.

Of course, we are also happy to receive purchase orders in the usual and proven ways, as bids by phone as well - the offers of our Anniversary Sale are exquisite!

The contact persons can be found in the sales catalog on page 3.

With this innovative event concept, we hope to help prevent the further spread of the corona virus and, at the same time, to live up to our responsibility towards our breeders when marketing elite animals.

We ask for your support and hope for continued good cooperation in these challenging times!

The young breeders competition "YoungVision" as well as the „Breeders Forum“ do not take place.

Your Sunrise Sale Team