



The Buzz - August 2020

Jump Media is bringing you the best of its best each month, curated for your enjoyment. We're showcasing the work that we've loved producing, plus a few extra links just for fun! We'd love to hear your comments and feedback, so drop us a line at lennifer@jumpmediallc.com.

IN THE NEWS



Jump Media Welcomes Tori Bilas and Kara Pinato Scro

JUMPMEDIALLC.COM
 Jump Media, one of the world's leading public relations firms specializing in equestrian sport, has added Tori Bilas and Kara Pinato Scro to its team of public relations professionals. Joining Jump Media as Account Manager, Bilas brings notable experience and knowledge from her work as Digital Marketing Manager at the United States Hunter Jumper Association (USHJA). Pinato Scro joins Jump Media as Account Director, a position where she will excel in providing strategic counsel and tactical implementation for her varied client portfolio.

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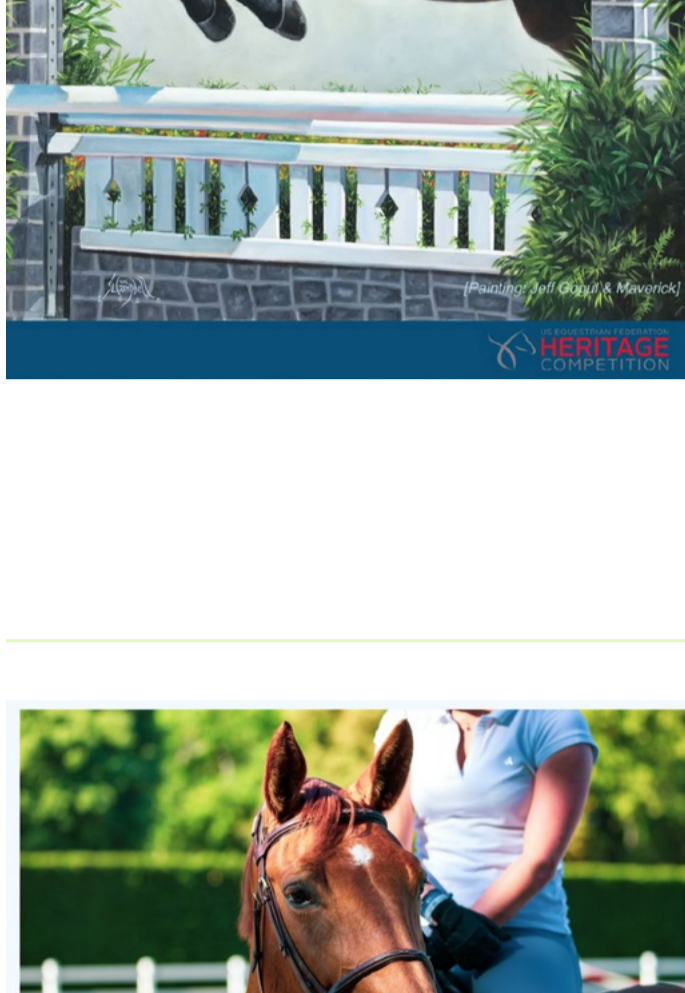


Prize List for Washington International Horse Show presented by MARS Equestrian™ Now Available Online

WIHS.ORG
All New! WIHS President's Cup Grand Prix presented by MARS Equestrian Taking Place at Tryon International Equestrian Center

The Prize List for the 2020 Washington International Horse Show (WIHS) presented by MARS Equestrian™ taking place at Tryon International Equestrian Center (TIEC), October 21 – 25, 2020, is now available online. In addition to the previously announced WIHS Championship classes to be held at TIEC this year, the WIHS President's Cup Grand Prix CSI4* presented by MARS Equestrian™ will also be hosted by TIEC on its original date of October 24, 2020, at 2 p.m.

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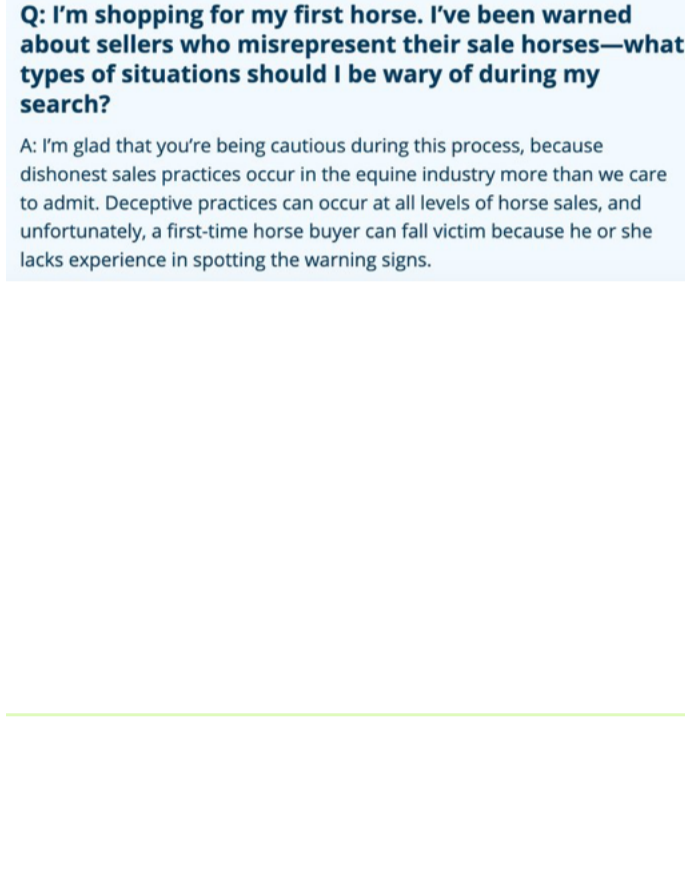


Capital Challenge Announces Move to World Equestrian Center

CAPITALCHALLENGE.ORG
 Capital Challenge Horse Show management has announced, after careful consideration, that this year's show will be held at the World Equestrian Center in Wilmington, OH, on the original dates of September 25 – October 4.

For the past 26 years, the Prince George's Equestrian Center in Upper Marlboro, MD, has been home to the Capital Challenge Horse Show. Due to the Prince George's County Parks Department's tightened regulations surrounding the COVID-19 pandemic and its decision to decrease the number of horses allowed at the facility, management made the difficult decision to move the horse show.

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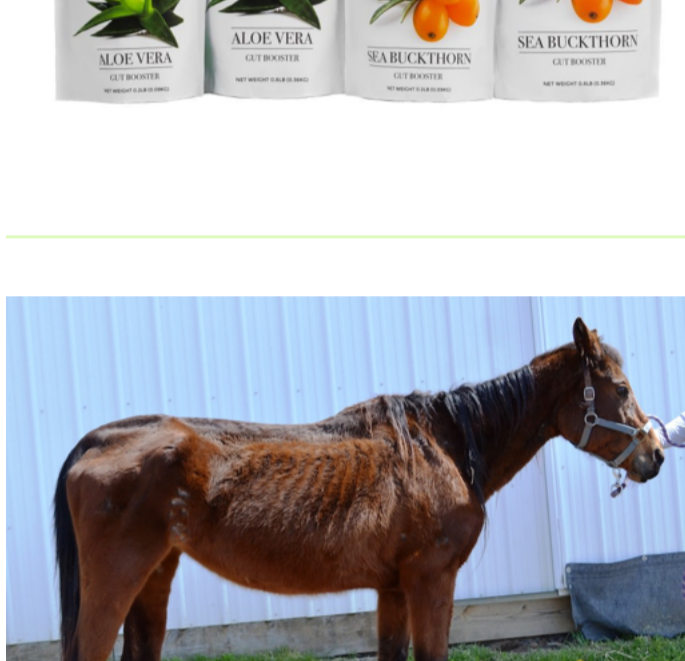


Shady Deals: How to Spot the Warning Signs When Horse Shopping

HORSENETWORK.COM
Q: I'm shopping for my first horse. I've been warned about sellers who misrepresent their sale horses—what types of situations should I be wary of during my search?

A: I'm glad that you're being cautious during this process, because dishonest sales practices occur in the equine industry more than we care to admit. Deceptive practices can occur at all levels of horse sales, and unfortunately, a first-time horse buyer can fall victim because he or she lacks experience in spotting the warning signs.

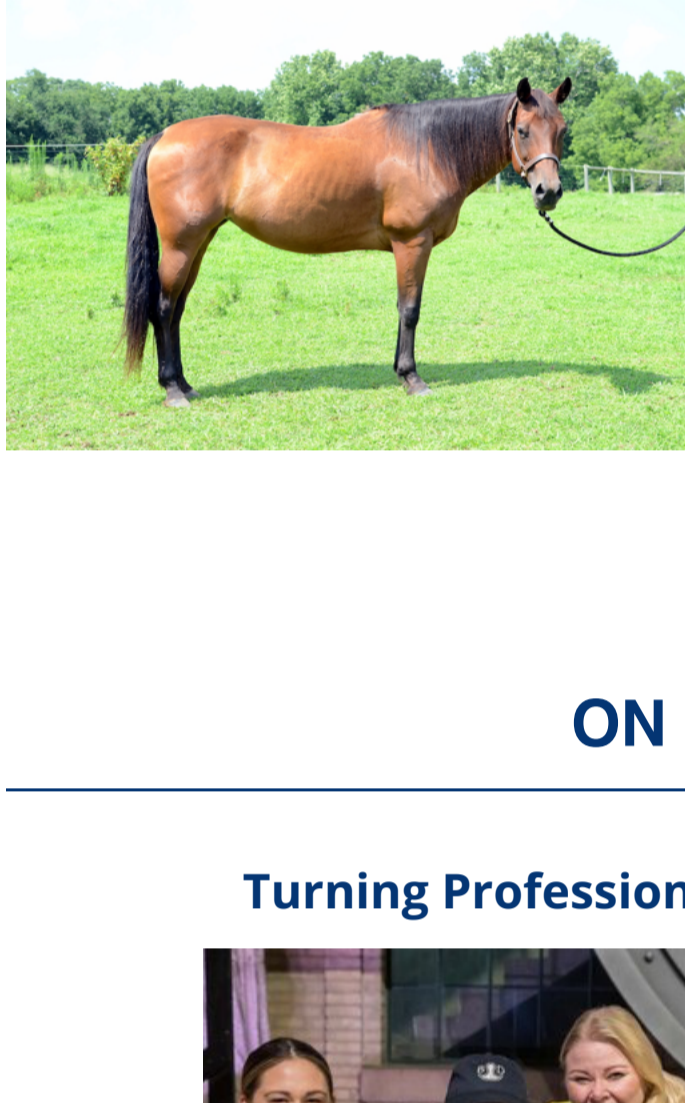
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Want a Boost With That (UlcerAser®)?

JUMPMEDIALLC.COM
 Now with your purchase of UlcerAser®, you have the option at checkout (on our super fancy new website) to add a boost!

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A New Calling: Ziporah, The Equine Educator

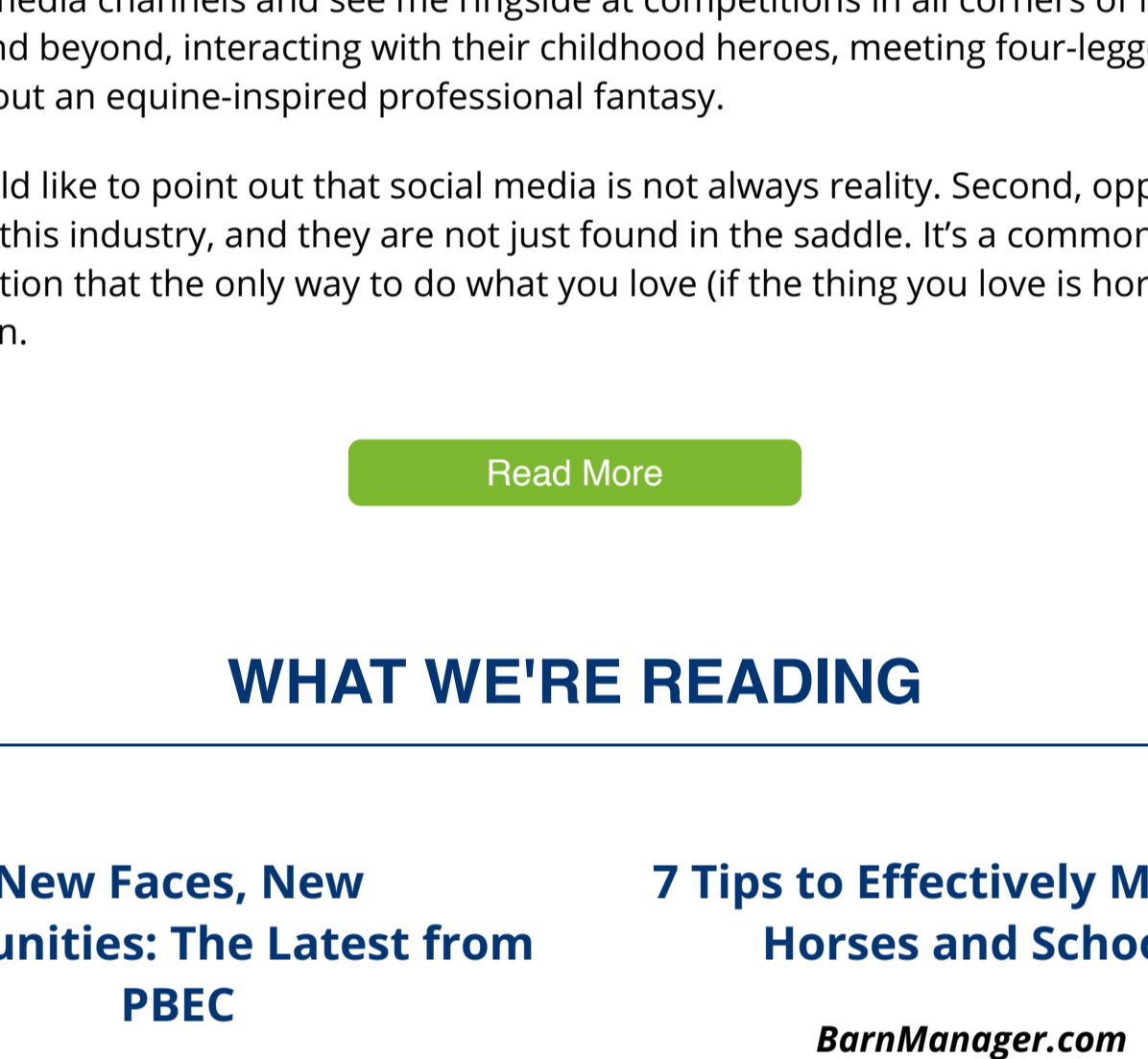
HORSENETWORK.COM
 When Days End Farm Horse Rescue in Woodbine, MD, began more than 30 years ago, it was with the mission to not only save horses, but to teach others how to help horses, too.

Youth and emergency responders play an integral part in furthering DEFHR's mission, and as a result, DEFHR has developed a number of educational programs for children, adults, and rescue personnel. But unlike a typical classroom education where humans lead the lessons, the common thread in many of DEFHR's programs is equines as educators. These special horses are better known as equine ambassadors.

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ON THE BLOG

Turning Professional Isn't For Me...Now What?



I often hear from people I have encountered throughout my time in the horse industry, and they almost always tell me that I have their dream job. I can only assume they follow my social media channels and see me ringside at competitions in all corners of North America and beyond, interacting with their childhood heroes, meeting four-legged royalty, and living out an equine-inspired professional fantasy.

First, I would like to point out that social media is not always reality. Second, opportunities abound in this industry, and they are not just found in the saddle. It's a common misconception that the only way to do what you love (if the thing you love is horses) is to ride or train.

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WHAT WE'RE READING

New Faces, New Opportunities: The Latest from PBEC

EquineClinic.com



Keep Reading To...
 > Learn best practices for the treatment of summer sores
 > Meet the newest PBEC intern and get up to speed on the latest team news
 > Find out how Chinese herb New Xiang Fu can address anhidrosis

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7 Tips to Effectively Manage Horses and School

BarnManager.com



The school year may look different in the fall of 2020, but it doesn't mean students are any less busy than during a typical school year. From classes and assignments to college applications and outside tutoring sessions, it can be hard to find time to ride and care for horses.

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Simone Biles' Vogue Cover Story



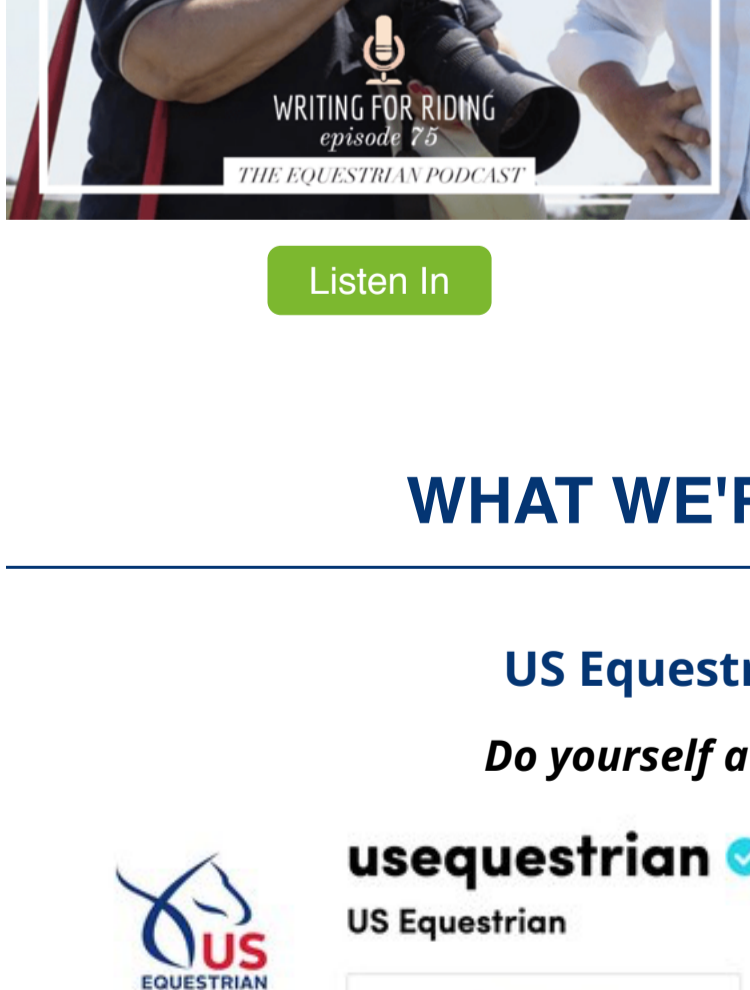
Simone Biles on Overcoming Abuse, the Postponed Olympics, and Training During a Pandemic

On a rainy afternoon in March, dozens of tween girls filed into an auditorium at New York's Lower Eastside Girls Club. They were there to hear Simone Biles talk about beauty standards. She arrived fresh off a plane from Indianapolis, where she had spent the morning training, and the room went bananas when she walked in, a four-foot-eight powerhouse in a color-block turtleneck and blue jeans. She sat on a couch at the front of the room. Her feet, in black ankle boots with Lucite heels, barely touched the floor.

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Warm Up with Sloane Coles & Spring Ledge

JumperNation.com

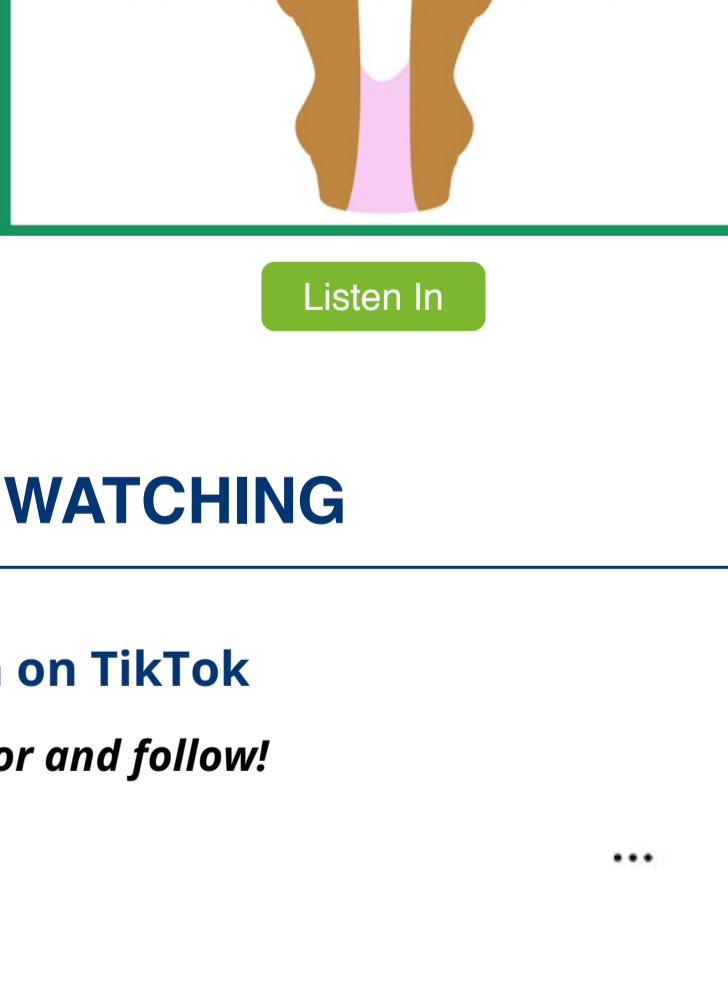


Now that horse shows are running again, Jumper Nation Clinic continues — this time with exercises and tips to try in the warm up ring at shows. Jumper Nation has teamed up with top, respected riders who we love for both their horsemanship and their creativity with exercises they use at home and at shows.

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Caitlyn Shiels: Quarantine Reminded Me It's OK To Take A Break

ChronofHorse.com



As kids, we were taught that when you fall off of your horse, you pick yourself up, get back on and try again. So when I hit the ground hard the first week of February, that's exactly what I did. My adrenaline was pumping, so I got on and tried to push through any pain—to little avail. I had to call it a day, but I still thought, "I'll take a little Advil tonight, and I'll be fine tomorrow."

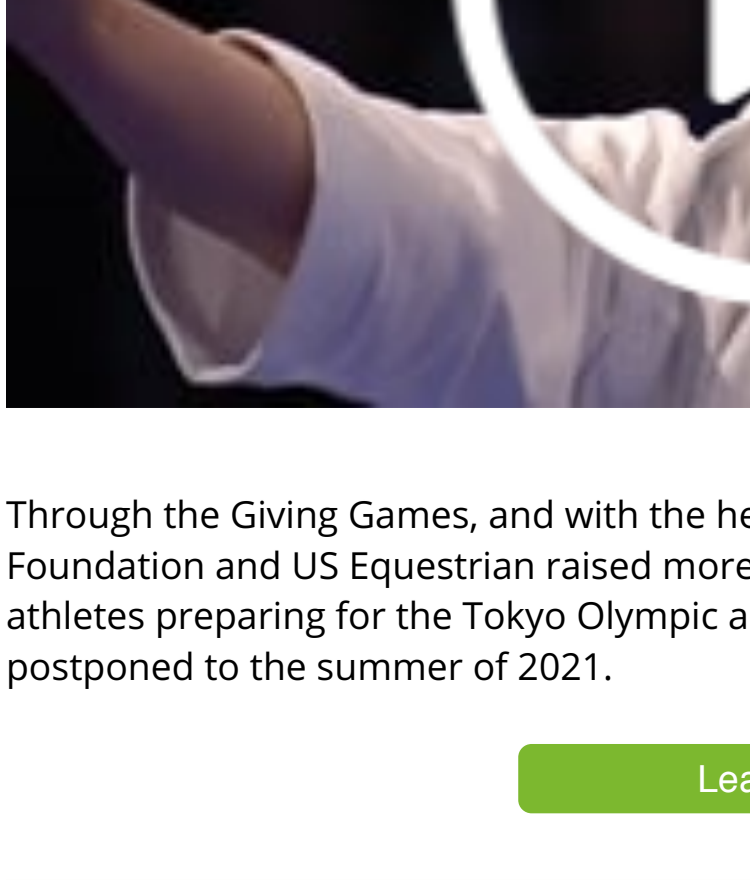
The next day when I tried to ride again, I knew it was worse than what I had anticipated, so I scheduled a doctor's appointment. X-rays soon revealed that I had broken my back at the L4 vertebra. The X-ray also showed that, unbeknownst to me, I had previously fractured a lumbar slightly higher up!

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WHAT WE'RE LISTENING TO

The Equestrian Podcast With Nancy Jaffer

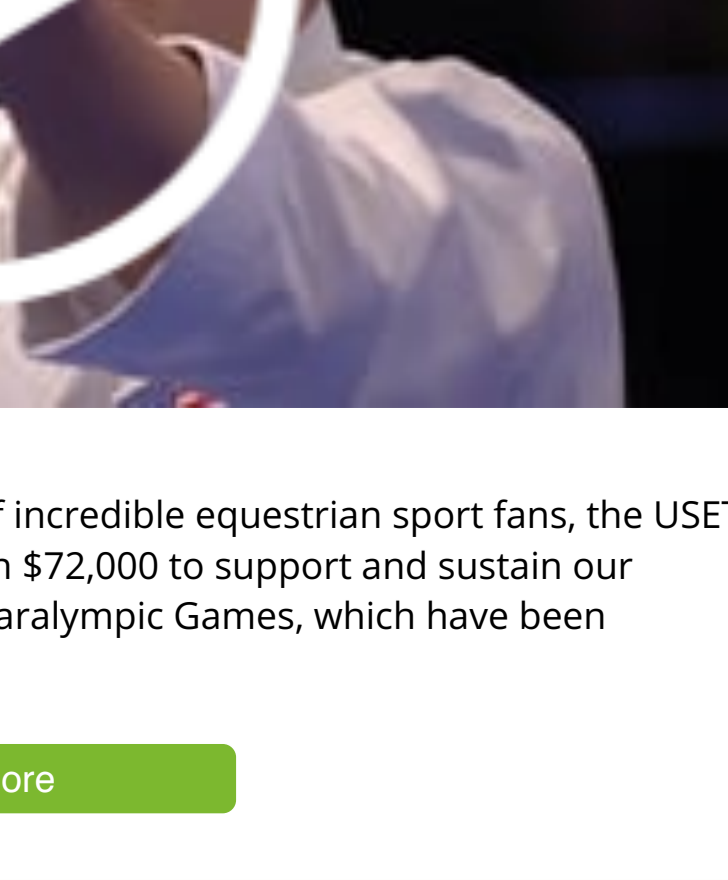
Author of *USET Foundation's "Riding For The Team"*



[Listen In](#)

The PlaidCast #189 Guest: Rachel Kennedy

Hosted by Jane Ehrhart, Owner and Trainer at River Hill Farm



[Listen In](#)

WHAT WE'RE WATCHING

US Equestrian on TikTok

Do yourself a favor and follow!

LINKS WE'RE CLICKING

Fanciful Bathrooms...Yes, Bathrooms - Bathrooms you can't live without in South Florida from Martha W. Jolicoeur [Click Here](#)

USEF, Pennsylvania National, and Washington International Announce Schedules at Tryon International Equestrian Center

Breaking News: Dogs are good for your health! [Learn How](#)

Fortune: Confessions of an Instagram Addict [Read It](#)

A BIT OF GOOD NEWS

USET Foundation Exceeds Giving Games Goal

Through the Giving Games, and with the help of incredible equestrian sport fans, the USET Foundation and US Equestrian raised more than \$72,000 to support and sustain our athletes preparing for the Tokyo Olympic and Paralympic Games, which have been postponed to the summer of 2021.

[Learn More](#)