



Jennifer Wood and Jennifer Ward with the Jump Media team at the 2020 United States Equestrian Team Foundation "Take Me to Tokyo" fundraising event held at Deeridge Farm in Wellington. (L-R) Lindsay Brock, Brioget Love Maenan, Emily Daly, Jennifer Wood, Jennifer Ward and Emily Randolph. PHOTO BY JUMP MEDIA

Equestrian Public Relations Agency Jump Media Takes Clients To New Heights

Some would say it was fate. Others might say it was simply a coincidence. Whichever way you look at it, the coming together of two Jennifers to form leading equestrian public relations agency Jump Media has been an overwhelming success.

Jennifer Ward and Jennifer Wood were both enjoying successful careers running their own public relations companies prior to joining forces.

Ward had a full roster of clients including Canadian Olympic show jumping champion Eric Lamaze, while Wood's client list included Welling-

ton's own Winter Equestrian Festival.

The pair, who had known each other for a decade, were friends as well as colleagues when Ward called one day with an idea. With increasing interest in public relations services and not enough manpower to handle the demand on her own, she proposed that they join forces and create an agency that they could grow together.

Given that they had partnered together on several work projects in the past, including promotion of an equestrian facility and breeding operation in Costa Rica, starting a new company

together was not a far-fetched concept. With a little convincing, Wood got on board with the idea and Jump Media, headquartered in Wellington, officially launched in 2015.

"There weren't a lot of surprises when we started working together," recalled Ward, a native Canadian who has been spending winters in Wellington since 2000. "We already knew each other well and were familiar with each other's strengths and talents. I think it's easier to form a partnership when you already respect the other person's experience and their quality of work." ►

They both shared a similar commitment to doing the best possible job for their clients.

"Like any good relationship, it's actually quite easy to work together because we're on the same page when it comes to running our business and insisting on a drama-free work environment for our team. We pride ourselves on our professionalism," Ward said.

With their door officially open for business, Palm Beach Equine Clinic became Jump Media's first client. The Wellington-based veterinary clinic has a large team of practitioners, the majority with unique specialties in horse sport medicine, that has benefited from Jump Media's promotion.

"From my perspective, having a public relations agency like Jump Media working to promote our brand and our vets has increased our profile among the Wellington equestrian community and beyond," said Dr. Scott Swerdlin,

president of Palm Beach Equine Clinic. "From handling our ad design and weekly newsletter to overseeing our annual sponsorships at the Winter Equestrian Festival and the Adequan Global Dressage Festival, the team at Jump Media has been great to work with over the years. Not only are they good at what they do, they go above and beyond to seek out promotional opportunities for our clinic and our veterinarians. It's that level of service and feeling like they are personally invested in our success that keeps me renewing the contract year after year."

According to Wood, the concept of team spirit is woven in the fabric of Jump Media's culture.

"We wouldn't expect anyone on our team to do anything that we wouldn't do ourselves," said Wood of a staff that currently includes a managing director, three full-time account managers, and various contract workers that handle ev-

erything from photography and graphic design to website creation and hosting services. "When we're on-site handling media relations at a horse show, for example, Jennifer and I are there putting in the same long hours as the rest of the staff. I think that demonstrates that we're all on the same team, and how much we care about the quality of the work we are doing."

If two Jennifers are better than one, it's even better still to have the entire Jump Media team involved in crafting opportunities for clients. While every client has an assigned account manager for day-to-day dealings, Ward and Wood lead a weekly meeting where they talk through each account and brainstorm ideas as a group.

Jump Media serves a wide variety of clients ranging from insurance brokers and attorneys to a European horse sport auction and the United States Equestrian Team Foundation. It also handles press

relations at several prestigious international equestrian competitions, such as the Washington (D.C.) International Horse Show and the Royal Agricultural Winter Fair in Toronto, Canada. Wellington-based clients include top Florida real estate broker Martha W. Jolicoeur, supplement company Equine Elixirs and the BarnManager app, in addition to several athletes, including Georgina Bloomberg and Sloane Coles, who call Wellington their winter home.

Having a vast network of contacts is also one of the advantages that Ward and Wood bring to the table.

"One of the tangible benefits that clients get from working with us is access to our connections," said Wood, who is also the founder of Equestrian Businesswomen, a network of professional women working in the equine industry. "We are able to make introductions to other industry professionals that can lead to interesting opportunities and collabora-

tions for our clients."

With hard work, and a great team with two industry professionals at the helm, Jump Media is raising the bar in equestrian PR.

"We've structured our company so that we don't have all of our eggs in one basket by only offering a certain type of service or only appealing to a specific type of clientele," Ward said. "We are diversified and have a wide range of clients for whom we perform marketing and public relations services. We also gain inspiration from our clients, as they have each worked hard to build their own successful businesses."

Learn more about Jump Media at www.jumpmediallc.com



(Above) Public relations professionals Jennifer Ward (left) and Jennifer Wood (right) are the co-founders of Jump Media, headquartered in Wellington. PHOTO BY ELENALUENTI

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