

All that's new and noteworthy in the equine industry and beyond, curated monthly by Jump Media and delivered straight to your inbox. We'd love to hear your feedback, so drop us a line at jennifer@jumpmediallc.com.

Client Spotlight

Martha W. Jolicoeur



Erynn Ballard Named Leading Lady Rider at WEF

Each year, the Overall Leading Lady Rider Award is given to the female rider who earns the most points during select top international classes during the Winter Equestrian Festival (WEF) circuit. The 2026 award was presented by Martha W. Jolicoeur, together with Douglas Elliman, to Canadian Olympian Erynn Ballard. A long-time sponsor of the annual Winter Equestrian Festival, Jolicoeur initiated the popular Leading Lady Rider Award in 2010 in memory of fellow realtor, Dale Lawler.

Horse Sport

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USET Foundation



Bicoastal Benefit Raises \$1.7 Million To Fuel Team Spirit

This past winter, the United States Equestrian Team Foundation hosted two benefit galas that raised a combined \$1.7 million to help fund riders aiming to represent the U.S. at the FEI World Championships this summer in Aachen, Germany. See how guests on both coasts enjoyed rallying behind equestrian talent!

Equestrian Living

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Palm Beach Equine Clinic



Ensuring Success and Safety Through Veterinary Care at the 2026 FEI World Cup™ Finals

Palm Beach Equine Clinic veterinarians were on-site at the FEI World Cup™ Finals in April, providing care for the world's top show jumping and dressage equine athletes. Dr. Christopher Elliott shared what his trip to Fort Worth, TX, looked like as the veterinary service manager for the event and what it's like to work at one of the top competitions in the sport.

Palm Beach Equine Clinic

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In-Gate Exclusives

World Equestrian Center



Jennifer Williams and Kasey Perry-Glass Win Blue Ribbons at WEC April Dressage CDI4*

World Equestrian Center – Ocala's April Dressage show featured elite competition through the international four-star level. Big winners from the week included Jennifer Williams, U.S. Olympic bronze medalist Kasey Perry-Glass, and Jodie Kelly-Baxley.

Eurodressage

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USET Foundation

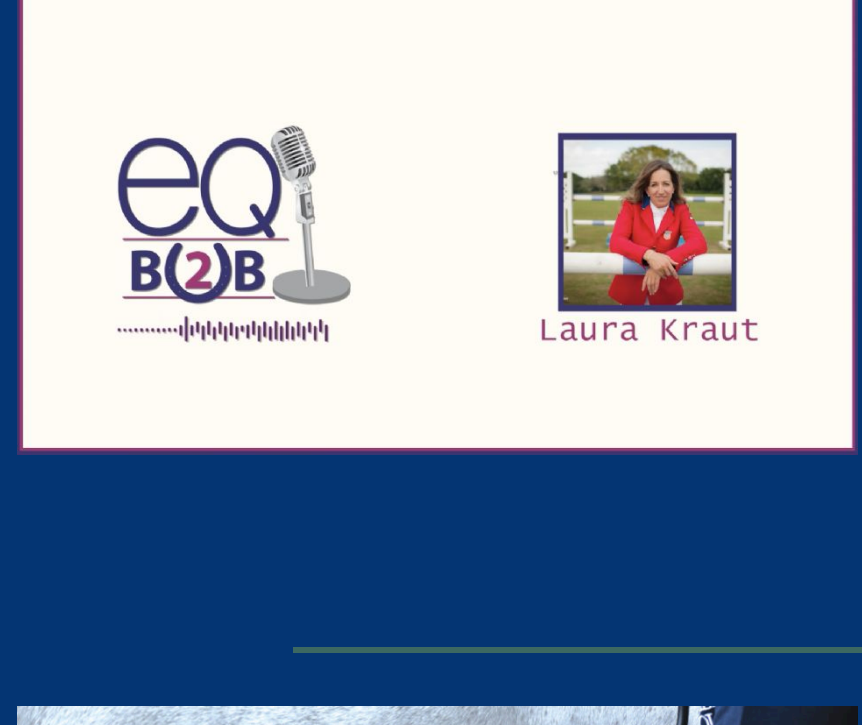


Highlights From the 2026 Nations Cup

In March, the U.S. Jumping Team took the victory in the Nations Cup in Wellington, FL, for the second consecutive year and the 11th time in the event's history. Catch the highlights from the competition and the watch party hosted by the United States Equestrian Team Foundation and US Equestrian.

Equestrian Living

[READ ARTICLE](#)



Reliving the 2026 FEI World Cup™ Finals

The world's best show jumping and dressage pairs donned cowboy hats and boots for the FEI World Cup™ Finals in Fort Worth, TX. Current world No. 2 Kent Farrington (USA) had an almost perfect run in show jumping to top the podium, while Becky Moody (GBR) claimed the win in dressage.

Horse Illustrated

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Will Coleman Nabs First CCI5* Win at Kentucky With Diabolo

The Defender Kentucky Three-Day Event CCI5*, presented by MARS Equestrian, brought the world's best eventers to the Kentucky bluegrass, where Will Coleman (USA) dominated with Diabolo and earned his first five-star win. Read about all that went into this moment for Coleman and who else had notable finishes during "The Best Weekend All Year."

Eventing Nation

[READ ARTICLE](#)

Newsworthy



Laura Kraut Talks Professional Rider Pivots, Partnerships, and Growth

The EQB2B podcast talked with Laura Kraut, a U.S. Olympic team gold medalist in show jumping and current world No. 10, about her career in horses from the time she started as a groom to her rise through the ranks as a professional rider, sharing the business lessons she's learned along the way.

[LISTEN HERE](#)



Ethical Questions Up for Debate as FEI Overhauls Veterinary Rules

Discussions during the 2026 FEI Sports Forum in March raised important questions about regulatory reform across several areas of equine health and well-being. Topics included neurectomy procedures, the use of the drug Pergolide, and more.

[READ ARTICLE](#)



Winning Attention Without Big Budgets: The Equestrian Growth Model

This blog post breaks down the differences between brand marketing models in the equestrian and mainstream sports industries, exploring how distinct strategies and frameworks can increase visibility and customer engagement for equestrian brands and events.

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AI Can Read Our Horse's Emotions

A recent study showed that artificial intelligence could infer a horse's emotion by analyzing facial expressions and subtle muscle movements. This finding could have broader implications in helping humans monitor the health and well-being of horses in the future.

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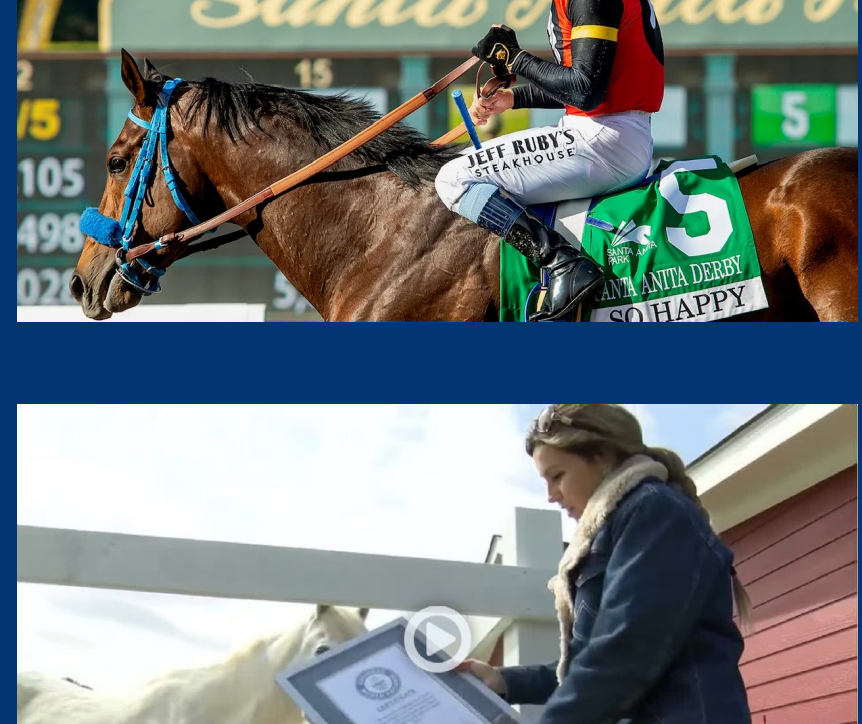


NBC's Donna Barton Brothers To Retire After Preankness

NBC's track reporter, Donna Barton Brothers, has announced she will retire following the 2026 Triple Crown series, which will be her 27th year covering the Kentucky Derby. Barton Brothers has built a legacy in the sport of racing, both as a reporter and as a rider with more than 1,000 career wins.

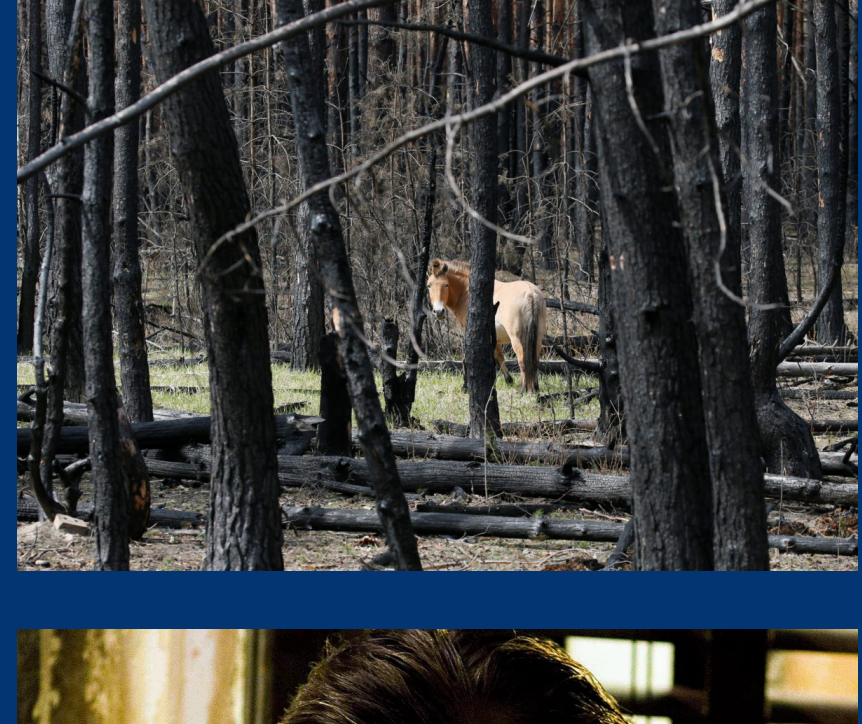
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Mane-Stream



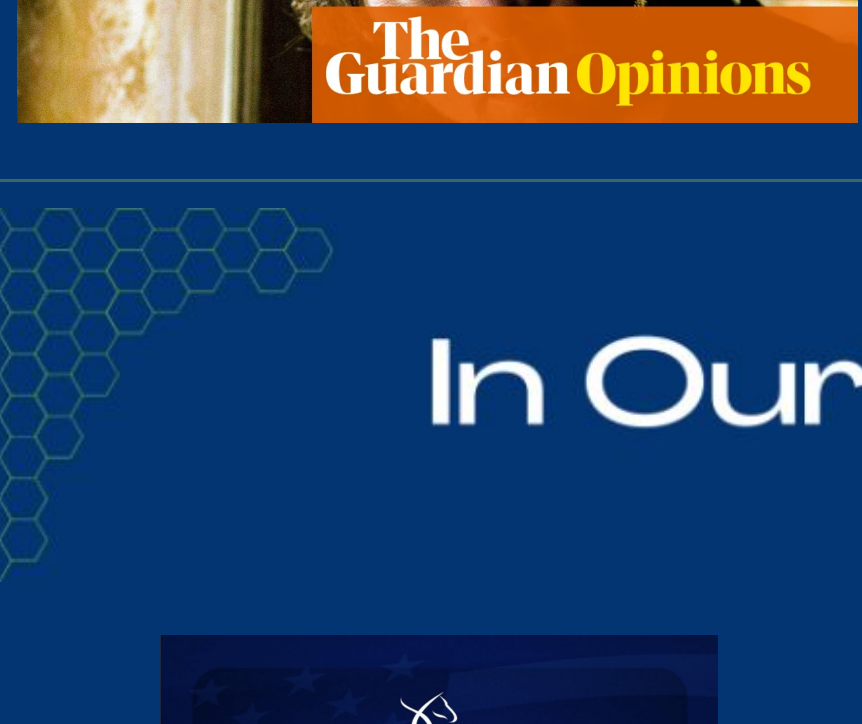
Georgina Bloomberg on Horses, Philanthropy, and Comebacks

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So Happy Is the Kentucky Derby Horse Worth Cheering for This Year

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Horse Trainer Sets Guinness World Record and Says Trust Comes First

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Chernobyl Full of Life as Wildlife Reoccupies a Radioactive Landscape

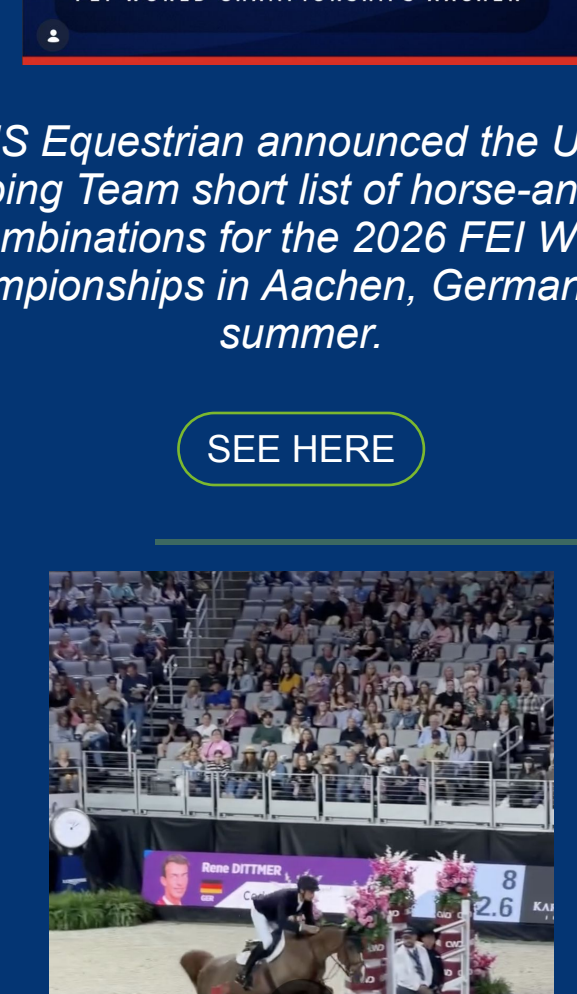
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ChatGPT's Latest Stylistic Quirk Is Sinister, Infuriating – And Absolutely Everywhere

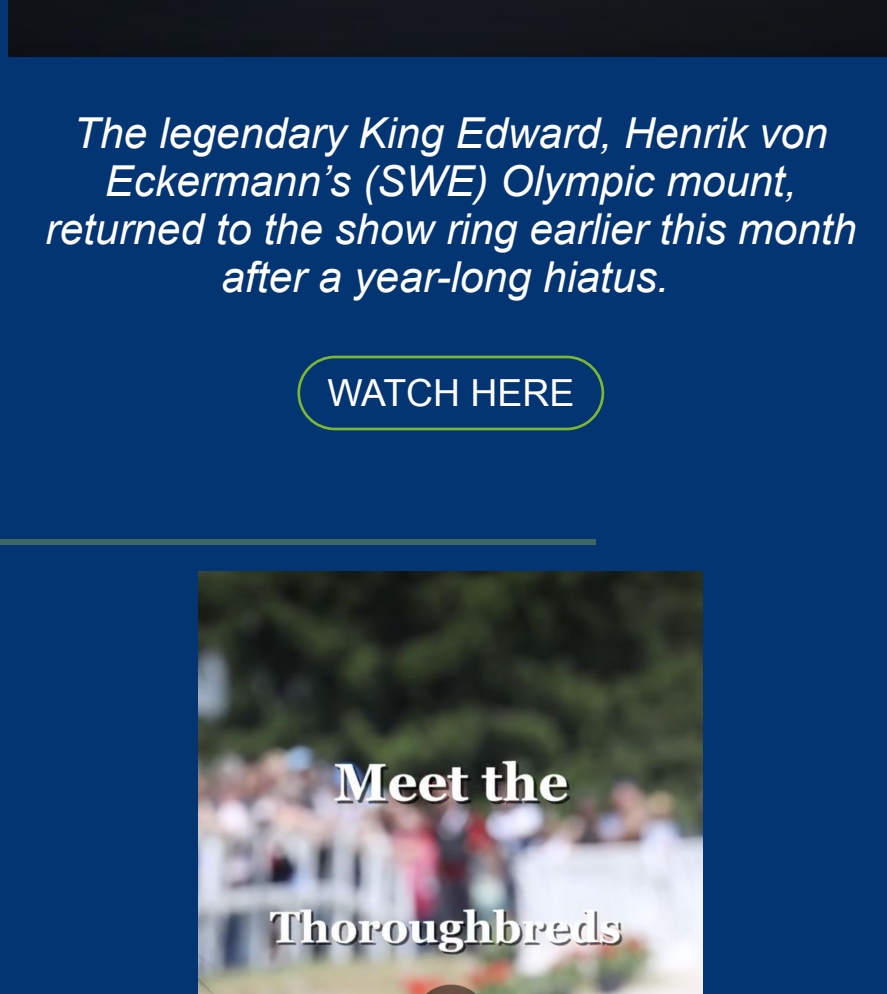
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In Our Feeds



US Equestrian announced the U.S. Jumping Team short list of horse-and-rider combinations for the 2026 FEI World Championships in Aachen, Germany, this summer.

[SEE HERE](#)



The legendary King Edward, Henrik von Eckermann's (SWE) Olympic mount, returned to the show ring earlier this month after a year-long hiatus.

[WATCH HERE](#)



See how different riders each approached a challenging wall on course at the 2026 Longines FEI Jumping World Cup™ Finals.

[WATCH HERE](#)



This year's five-star field at the Defender Kentucky Three-Day Event, presented by MARS Equestrian, featured a handful of off-the-track and unraced thoroughbreds. Meet them here!

[WATCH HERE](#)

Upcoming

Catch us on the road this spring! Here's what we're covering:

SPRING SCHEDULE

WEC - OCALA MAY DRESSAGE CDI3*

MAY 12-17, 2026

World Equestrian Center – Ocala, Ocala, FL

USEF GRAND PRIX DRESSAGE NATIONAL CHAMPIONSHIP

MAY 13-17, 2026

World Equestrian Center – Ocala, Ocala, FL

SARATOGA CLASSIC I

JUNE 10-14, 2026

White Hollow Farm, Stillwater, NY

SARATOGA CLASSIC II

JUNE 17-21

White Hollow Farm, Stillwater, NY

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