



Media Release

Professional Jockeys Association Chooses You First as agency for Public Relations & Communications Support

Madrid, 30 March 2023: The Professional Jockeys Association [PJA] in the UK will be receiving public relations and communications counsel and support from 'You First' - the leading sports & entertainment agency with extensive experience of supporting right holders and brands.

The PJA exists to champion professional jockeys' interests and continually improve their wellbeing, earning potential and respect within the sport. The association also provides expert guidance and confidential support to all professional jockeys to enable them to enrich their careers and their lives.

You First is a global sports and entertainment agency, with headquarters in Madrid, Spain, and offices in 13 countries including the UK. The agency advises players, right holders, brands and others globally and was established in 2002.

The PJA will work closely with You First in areas that include support in raising PJA awareness and building reputation and trust with important audiences – as well as supporting the PJA narrative and overall messaging and timely communications with media and other external influencers.

Ian McMahon, Chief Executive, PJA, commented: "Horse-racing in the UK is going through considerable change, with many of the changes impacting the 400 professional jockeys that race here. How we communicate, both externally and internally, is important to the PJA in achieving its overall objectives – and our new relationship with You First will support to that end"

A video to introduce the partnership can be found here: [PJA x You First](#)

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For further details please contact:

You First

Ian Grundy
ian.grundy@teamyoufirst.com
www.teamyoufirst.com

Professional Jockeys Association

Ian McMahon
im@pja.co.uk
www.thepja.co.uk



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