

Press Release

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Announcing the Olympic Channel and IJRU Partnership

The International Jump Rope Union (IJRU) and the Olympic Channel have announced a collaboration agreement. Through this partnership, IJRU will work with the Olympic Channel to broadcast and promote a series of jump rope events through event coverage, highlights, magazine shows, news coverage, and original programming.

“We are excited to welcome the IJRU to the Olympic Channel,” said Mark Parkman, general manager of the Olympic Channel. “The Olympic Channel platform continues to evolve and provide more exposure and reach for a number of sports to our global audience.”

This presents a major opportunity for the sport of jump rope/rope skipping, the IJRU, and our member federations. With the support of the Olympic Channel, IJRU will be able to reach a broader global audience, increase engagement, and promote our sport and athletes alongside those within the Olympic Movement.

“We are honoured to be in partnership with the Olympic Channel and the wider Olympic Movement and we are excited for the opportunity to provide greater exposure to our sport, amazing athletes and members.” said Shaun Hamilton, president of the International Jump Rope Union. “Through this partnership, we hope to highlight this fun sport’s athleticism and creativity.”

About the Olympic Channel

The Olympic Channel is a multi-platform global media destination where fans can discover, engage and share in the power of sport and the excitement of the Olympic Games all year round. Offering original programming, news, live sports events and highlights, the Olympic Channel provides additional exposure for sports and athletes 24 hours a day, 365 days a year, in 12 languages. Visit the Olympic Channel or follow them on Facebook, Twitter, Instagram, TikTok and YouTube.