

# DRESSED TO IMPRESS, DRIVEN TO INSPIRE

**PEDRO CEBULKA:** a showman with a purpose.

BY BETH RASIN

Even in a room of colorful evening gowns, cocktail dresses, and bow ties, ringmaster Pedro Cebulka is impossible to miss. Clad in his signature tails, shimmering gold pants, and a custom-crafted top hat, he welcomes guests to the JustWorld International gala in Wellington, Florida, with infectious energy, greeting old friends and welcoming new ones, jumping into photos and setting the tone for an unforgettable night.

"I want to be a familiar face at the entrance, like a host welcoming guests to a restaurant," Pedro said. "Right away, I want the energy to be positive. You see me smiling and laughing and making jokes at the door, making everyone feel comfortable to set the mood for the evening."

For Pedro, dressing with flair is a statement. As a longtime ambassador for JustWorld International, an organization dedicated to uniting equestrians to break the cycle of poverty in underserved communities worldwide, his vibrant wardrobe is a walking billboard for the cause. Every detail is intentional, from his golden shoes to a hat embroidered with the JustWorld logo.

He wears his carefully curated wardrobe as a ringmaster at shows worldwide, including several that partner with JustWorld, such as the Hagen Future Champions in Germany.

"I like to reflect my position as an ambassador and mascot and honorary board member [of JustWorld] and someone who has been to shows all over the world," he said. "The tails are classy, and the hat is specially crafted by a company in California."



Pedro Cebulka welcomes guests to the 2025 JustWorld International gala in his trademark Animo jacket, custom JustWorld hat, and golden pants.

Throughout nearly five decades of working five-star events, he's brought a mix of fun and formality to the role. "The prizegivings are very important," he said. "I like to honor the athletes, the owners, the horses and grooms, the sponsors and breeders and organizers. It's important that it's a ceremony, and when I walk in the ring that it looks good."

"We all travel from far away to be here, and I want everyone to feel special," he added. "I like to have fun, make the horse or rider relax, but also have discipline in it, so that it looks like a performance. The outfits make it special for those reasons."

In 2010, Animo began sponsoring Pedro and custom-making tails for him. He now has eight or nine, which can be found in his beachside camper in Mexico during the winter or in the Canadian Rocky Mountains in the summers when he's not traveling to shows worldwide.

## FROM FINANCES TO PHILANTHROPY

Pedro's journey to ringmaster was anything but conventional. Once a banker in Germany, Pedro traded financial statements for international travel, immersing himself in cultures across Central and South America and Southeast Asia. During these travels, he witnessed both poverty and resilience.

"I stayed with the poorest of the poor," he said. "Yet they smiled, they danced, they shared what little they had. That changed me forever."

Years later, when he crossed paths with Jessica Newman, the founder of JustWorld International, he found a way to merge his passion for equestrian sport with his desire to give back. Since then, he's been one of the organization's most recognizable ambassadors.

"We're all privileged to be here, to pursue this sport," he tells young riders. "We work hard, but we are able to follow our dreams. Unfortunately, many young people in the world do not have food or education, so to be a good, responsible person and athlete, you also have to be a good human being. JustWorld supports proven projects where people behind the projects are CNN heroes, and they are making a difference."

Through his signature style, infectious energy, and unwavering commitment, Pedro ensures that JustWorld's mission is impossible to ignore. Because in the end, it's not just about looking the part—it's about making an impact, one stunning outfit at a time.

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