

## Community Rallies for 8<sup>th</sup> Annual Arctic Outreach In Spite of Wintry Conditions

**Manahawkin, NJ (February 26, 2023)** On Saturday, Feb 25<sup>th</sup> the 8<sup>th</sup> Annual Arctic Outreach took place at Mud City Crab House in Manahawkin, NJ. It was one of the coldest instances of this event in recent memory, with temperatures plunging from uncharacteristically warm weather earlier in the week. But the low temperatures and snowy conditions did not deter the community from coming out to support those in need.

Now in its 8<sup>th</sup> year, Arctic Outreach was originally created to help support a beloved community member, Mallory McBrien, who was battling cancer at the time. Since then, it has continued in her memory with a small portion of the proceeds going to support Mallory's surviving young children's education funds and the majority of proceeds from the event going to the Jetty Rock Foundation to support other community members facing extreme hardship.

This event is presented each year by Jetty, the Tide Table Group, Reynolds Garden Shop, Reynolds Landscaping, Rustic Drift, and Scissor Sisters and Family - all groups with a personal connection to Mallory. Additional long-standing support for this event has come from Sunny Rae's Kitchen and MK Productions.

This year, a record number of local businesses signed on as major sponsors to continue the legacy and impact of this powerful event. Arctic Level sponsors who each donated \$2,500 included: Equity Prime Mortgage, K. Scott Construction, Manahawkin Kia, Express Plumbing, Heating & Cooling, The Wright Law Firm, Anderson Insurance, McMahan Insurance, David's Dream & Believe Cancer Foundation, Shannon Keyes DMD, National Pipe Hanger, the McCabe Family, and Wally's Restaurant.

Additional noteworthy sponsors each donating \$1,000 at the Polar level included: Fantasy Island, Amon Construction, Atlantic Physical Therapy, Beach House Spa, Jersey Shore Rescue Mission, Ocean Granite & Marble, Oskar Huber, and Bay Magazine.

In total over \$78,000 was raised this year before expenses, making it one of the highest grossing years since the event was created.

"This event truly embodies the character and generosity of this tight knit community which doesn't let bitterly cold conditions stand in the way of coming out to help neighbors in need", said Jeremy DeFilippis, Jetty CEO. "We all realize that coming together to endure the discomfort of a cold day is nothing compared to the hardships that some in our community are facing."

This year's event featured something for everyone including arcade games, face painting, alpacas, horse-drawn carriage rides and a larger-than-life snowman bounce house for the kids as well as fire pits with s'mores, delicious food from Sunny Rae's Kitchen and Mud City Crab House, local oysters from Barnegat Oyster Collective, a wine ring toss, and a photo booth. With toasty winter beverages and live music flowing all day the crowd barely took notice as snow began to fall. The event capped off with winners being announced for the 50/50 as well the raffle and silent auction which boasted several high value items and experiences.

Proceeds from this year's Arctic Outreach are specifically earmarked for a series of grants provided by the Jetty Rock Foundation to support community members facing extreme hardship. To learn more about Arctic Outreach and see photos from this year's event, please visit [www.jettyrockfoundation.org](http://www.jettyrockfoundation.org) and follow @jettyrockfoundation on Instagram.

### **About Jetty Rock Foundation**

The Jetty Rock Foundation is an approved 501(c)(3) charitable organization and the nonprofit arm of the Jetty brand. The mission of the Jetty Rock Foundation is to protect our oceans and waterways, and support those who build their lives around them. To learn more, please visit [www.jettyrockfoundation.org](http://www.jettyrockfoundation.org).