15th Annual Coquina Jam Among the Largest on Record

Brant Beach, NJ (June 25, 2023) On Sunday, July 23rd the LBI community rallied for one of the year's most anticipated summer events, the 15th Annual <u>Jetty</u> Coquina Jam surf tournament! The <u>Coquina Jam</u> is an all-women's team format surf contest pairing women of all ages in a day marked by teamwork and solidarity to support families affected by a cancer diagnosis via David's Dream & Believe Cancer Foundation and the Jetty Rock Foundation. It was a record-breaking year. In total over \$130,000 was raised which, after expenses, will be donated to recipients via David's Dream and Believe Cancer Foundation.

This year's Coquina Jam contest winners were Sophie Whelan from Ocean City, NJ and Carolina Labin of Rehoboth Beach, DE. The runners up were Carly Cappelluzzo of Sebastian, FL and Miranda Laffer of Wilmington, DE.

This year was no different than in years past with surfers of every age coming together to surf and raise funds for members of their community. What was noteworthy this year, however, was the increased presence of women outside of the water in terms of several local women-owned businesses, women involved in leading surfer operations, an increased female presence on the judging panel, and not one but two local women, Steff Mags of <u>Sandy Avocado Surf</u> and Jessica Johnson of <u>Barfeoot Surf</u> joining the event's longstanding emcee Jon Coen in announcing the event.

68th Street in Brant Beach was absolutely buzzing with excitement. A record-breaking crowd and the most on-site vendors to date along with perfect weather and wave conditions made for an unbelievable day. Not only did beach goers get to enjoy great surfing, local food and drinks, live music, and shop great local businesses, but a few lucky winners took home several high value prizes through the event's auction including a TV, original artwork, and a <u>Priority Bikes</u> beach cruiser. Kids of all ages also go to enjoy beach games, prizes, and a sandcastle making competition courtesy of <u>Jen's Links at Lighthouse Cove</u>.

In addition to surfing in the event, each surfer conducts fundraising leading up to the event which is matched by their team sponsor. This year's matching team sponsors included: <u>Atlantic Physical Therapy</u>, <u>Bird & Betty's</u>, <u>Fantasy Island</u>, <u>McKernan Architects</u>, <u>RWS Painting</u>, <u>Farias</u>, <u>The Wright Law Firm</u> and <u>Manahawkin Chrysler</u>, <u>Jeep</u>, <u>Dodge</u>, <u>Ram</u>, <u>Kia</u>.

The top four Coquina fundraisers this year were Emily Garabedian of Ship Bottom, NJ, Christine Best of Short Hills, NJ, Emmi Major of Ocean City, NJ, and Skylar Koeppe of Beach Haven, NJ raising a combined total of \$12,466 toward the cause.

With Coquina still running into the evening, 50 young surfers got to experience their first team-format surf contest experience at the inaugural <u>Jetty Littleneck Jam</u>. The goal of the Littleneck Jam is to foster the next generation of the surfing community and teach them some of the basic ropes of contest surfing. The local businesses and local surf schools that led the 10 teams included <u>Sandy Avocado Surf</u>, <u>Barfeoot Surf</u>, <u>South End Surf N' Paddle</u>, <u>LBI Surfing</u>, <u>Matador Surf Boards</u>, <u>Farias</u>, <u>Surf Shack South</u>, Cedars Surf School, <u>Sink R Swim</u>, and <u>The Drifting Buoy</u>.

As the sun set on 68th street late that evening there were nothing but smiles to cap off a beautiful and inspirational day of surfing on LBI.

The Jetty Rock Foundation's year-round community event series, which includes Coquina Jam, would not be possible without the longstanding support of local planned giving donors who are committed to this community through annual contributions. These local businesses that put community at the forefront,

include: <u>Jetty</u>, <u>The Tide Table Group</u>, <u>Equity Prime Mortgage</u>, <u>Manahawkin Chrysler</u>, <u>Jeep</u>, <u>Dodge</u>, <u>Ram</u>, <u>Kia</u>, <u>Express Plumbing</u>, <u>Heating and Cooling</u>, <u>The Wright Law Firm</u>, <u>K. Scott Construction</u>, <u>Fantasy Island</u>, <u>McMahon and Anderson Insurance Agencies</u>, <u>MK Productions</u>, <u>Priority Bicycles</u>, <u>Cream Ridge Winery</u>, <u>and Bay Magazine</u>.

Additional major sponsors for Coquina Jam included <u>Jen's Links at Lighthouse Cove</u>, <u>Red Bull</u>, <u>The Sea Shell Resort & Beach Club</u>, <u>CRJ Contracting</u>, <u>Hackensack Meridian Health Southern Ocean Medical Center</u>, <u>Jefferson Health Sidney Kimmel Cancer Center</u>, <u>Pioneer Pipe Contractors</u>, and quarter-finals sponsors <u>Equity Prime Mortgage</u> and <u>LBI Distilling Co</u>.

In addition to the businesses mentioned above, the Jetty Rock Foundation would like to thank all of the volunteers as well as the Long Beach Township staff who tirelessly worked from sun up to sun down to make this event possible.

Stay tuned for information on the upcoming annual Jetty Clam Jam men's surf tournament. For more information on this and other Jetty Rock Foundation events, please visit www.jettyrockfoundation.org.

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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. Media inquiries: info@jettyrockfoundation.org.

About David's Dream & Believe Cancer Foundation

David's Dream & Believe Cancer Foundation is a 501(c)(3) nonprofit which provides HOPE through financial assistance, wellness resources, and patient support to New Jersey families affected by a cancer diagnosis. To learn more, please visit www.davidsdreamandbelieve.org.