

JETTY ROCK FOUNDATION EXCITED ABOUT MASSIVE TURNOUT AT 9TH ANNUAL ARCTIC OUTREACH EVENT, RAISING MONEY FOR COMMUNITY AND ENVIRO INITIATIVES

Apparel brand's nonprofit arm runs successful outdoor winter event on the theme of community.

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Manahawkin, NJ – The Jetty Rock Foundation set a new attendance record at their 9th Annual Arctic Outreach on Saturday, Feb. 24. Arctic Outreach is a day based on bringing out the community in the middle of the harsh winter to keep warm by fire pits and show goodwill. Through sales of food and beverages, raffles and donations, the nonprofit and its partners at Tide Table Group were able to raise just shy of \$100,000 that will fund grants to community members in need, environmental initiatives, and storm relief.

As an apparel brand, Jetty has grown from a local garage-operation in 2003 to one of the leading brands in the surf and outdoor space as a certified B Corp with 700 retail locations across the US and Canada. Giving back has always been part of the brand's DNA. In 2012, when the Mid-Atlantic was sacked by Super Storm Sandy, Jetty activated their coastal network to raise hundreds of thousands of dollars and a historic relief effort to aid those affected. By 2013, they formed the Jetty Rock Foundation, their charitable 501(c)3 arm. Today, the mission has grown beyond just storm relief to protecting waterways while supporting those who build their lives around them.

On Saturday, hundreds gathered at Mud City Crab House where there was a menu of Mud City favorites, craft beers, hot drinks, fire pits, games, and a petting zoo for the children. BJ Biedebach, Ty Mares, the La Stella brothers, and Naughty Pines all donated their time and played sets of rocking music under the tent while sound tech was donated by MK Productions. The afternoon sun felt pleasant with enough chill in the air to keep the spirit of the event.

“All day we were gloating about how smooth this event runs. The reality is that the core planning, which happens over many months, is executed by the volunteers who are led by Derek Sloan and Bridgit Romano. It takes a village to run these events and it is a beautiful collaboration between our event committee, the financial sponsors, and those who selflessly choose to assist by donating their time, money, and/or auction items. Then you also have to give a nod to all of the people who come out and spend money. There were a ton of smiling, familiar faces there last Saturday”, says Jetty Co-founder and CEO Jeremy DeFilippis.

Of those funds raised Saturday, a portion will go to support the children of Mallory McBrien, a friend of the surf community and Tide Table Restaurant Group employee who lost her battle with cancer in 2016. Another portion will go toward the Jetty Rock Foundation's clean water projects, which increasingly revolve around local oysters, serving up both environmental and cultural benefits to local estuaries. A growing number of oyster reefs in the bay funded in part by the JRF are helping to filter bay water, aiding marine life, and even bringing back wild oysters to the region. This year, Jetty is selling Jetty Rock Oysters cultivated by Barnegat Oyster Collective. Funds will also be set aside for future storm relief initiatives in the face of an ever-changing climate.

"This event kicks off our event season and sets the tone for the rest of the year. In the middle of the winter when the temps are in the 30's or 40's it always shows how amazing our community is to see massive crowds in late February. We're proud to carry on some great traditions and look forward to the 10th Annual next year which we hope to make the best yet!" says Jetty Rock Foundation Environmental Director, Kyle Gronostajski.

While the Jetty Rock Foundation plays the leading role alongside hosts, the Tide Table Group, much of the groundwork is spearheaded by the Reynolds, Stewart, McBrien, Dramis, and Delaney families.

"The support our community continues to fill our hearts. This year Arctic Outreach did not disappoint. The day started with a bit of rain. However, the sun came out and the day was awesome; the largest crowds we've seen," says Patti Brady Stewart, event organizer and mother of Mallory McBrien.

The Jetty Rock Foundation extends a special thanks to Informed Mortgage, Shannon Keyes DMD, National Pipe Hanger, The McCabe Family, Manahawkin Chrysler Jeep KIA, Amon Construction, Barlow Buick GMC, Atlantic Physical Therapy, Gosline Fire Protection, and Fantasy Island Amusement Park, all of which supported the event with financial support.

ABOUT JETTY: Founded in 2003, Jetty was created on a shared love of surf, fishing, art, travel, and music on a desire to draw its own line. Now in its 20th year of business, and a certified B-Corp, Jetty continues to offer eco-minded, durable apparel that embodies the fickle conditions of northeast surf and encourages outdoor adventure despite the weather.