



14TH ANNUAL JETTY COQUINA JAM SURPASSES RECORDS AND BRINGS COMMUNITY TOGETHER TO HELP THOSE IN NEED

July 25, 2022 – Brant Beach, NJ

On Sunday, July 24th the 14th Annual Jetty Coquina Jam took place on Brant Beach in Long Beach Island, NJ. This all-women's team format charitable surf contest had its largest year yet with 96 competitors ranging in age from 8-68 combining forces to raise funds for local families affected by a cancer diagnosis via the Jetty Rock Foundation and David's Dream & Believe Cancer Foundation.

For 14 years, this event has been a mainstay, combining a great day at the beach for a great cause. This year was the biggest and best yet bypassing last year's \$100,000 fundraising record which helped 100 local families in need.

The winning team consisted of Eden Amorelli, age 13 from Brielle and Audrey Iglay, age 17 from Manasquan.

Additionally, 3 other surfers were recognized for their monumental efforts in raising funds leading up to the event. In total, all 96 surfers brought in over \$46,000 from their individual fundraising efforts which does not include an additional minimum \$2,500 match from each of the 8 matching team sponsors. These sponsors included: Playa Bowls, Manahawkin Chrysler Dodge Jeep Kia, Bird & Betty's, CRJ Contracting, The Wright Law Firm, Farias + 506 Boutique, RWS Painting, and Fantasy Island. The highest surfer fundraisers included Skylar Koeppel from Beach Haven raising \$5,258.40, Isla Carvajal from Cedar Run raising \$4,423.57 and Emily Garabedian from Ship Bottom raising \$4,409.58.

Major semi-finals and quarter-finals sponsors this year included LBI Distilling Company, Equity Prime Mortgage and Atlantic Physical Therapy, each exemplifying what it means to get involved in your community. Additionally, the women really showed up in big ways this year, and not only in terms of their surfing, but also with many women-owned businesses making contributions. Local artists Lois Mantak, Mary Tantillo, and Ann Coen donated works of art for the raffle valued at over \$3,000. Another hot raffle item was the custom Jetty beach cruiser from Priority Bicycles valued at nearly \$700.

Despite a sweltering heat wave on the beach combined with uncharacteristically low ocean temperatures and an unpredictable south wind, the surfers were undeterred to do their part to help a noble cause – exemplifying grit, resilience, teamwork, and heart. While conditions were certainly rough, one of the surfers summed it up perfectly by saying "this is nothing compared to what cancer patients have to go through."

This sobering reality really hit home when one of the Coquina Jam's youngest contestants, Ella Reichbach of Barnegat light, suddenly had to pull out of the competition the night before in order to accompany her mom who is battling advanced stage 4 cancer to Memorial Sloan Kettering Cancer Center for an emergency visit.

"This is why we do this" said Jeremy DeFilippis, Jetty CEO "there is nothing more powerful than a community coming together to help those in need and everyone from the surfers to the sponsors to the volunteers and beach goers really showed up for this event to make a difference."

Live music, food, sponsor retailers, a beach bar and a great crowd in the thousands made for a memorable and meaningful day at the beach. To learn more about the Coquina Jam please visit www.coquinajam.com and follow @jettyrockfoundation and @davidsdreamandbelieve on Instagram to see photos of the event.

About Jetty

Jetty, the coastal brand with a conscience, is a mainstay of the Jersey Shore, bringing their love of all things surf, art, travel, skate, and music to their eco-conscious apparel company. Founded in 2003, they capture the spirit of the Shore with their own brand of laid-back East Coast cool rooted in community. Jetty, a Certified B Corp since 2017, has a proud legacy of supporting their coastal community with environmental and outreach initiatives through their non-profit arm, the Jetty Rock Foundation. For more information on Jetty, please visit www.jettylife.com.

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.

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 families affected by a cancer diagnosis. To learn more, please visit www.davidsdreamandbelieve.org.

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