



4TH ANNUAL JETTY ROCK FOUNDATION SHELLABRATION SHINES A LIGHT ON LOCAL AQUACULTURE & COASTAL RESILIENCE LEADING UP TO HURRICANE SANDY 10 YEAR ANNIVERSARY

Manahawkin, NJ (September 27, 2022) On October 8th, 2022 Jetty Rock Foundation and Long Beach Township will be hosting the 4th annual Shellabration from 11AM - 4PM at the 68th Street Brant Beach Municipal Building parking lot. This free community event spotlights Oysters and their role in clean water and keeping our coastal ecosystem healthy.

Together with Long Beach Township, the Jetty Rock Foundation helped to create LBI's first Oyster Shell Recycling Program which partners with local restaurants, municipalities, oyster farmers, and scientists to regenerate local oyster populations. Over the past 100 years, populations of oysters in the Barnegat Bay have declined dramatically, which has significant implications when you consider that a single oyster can filter up to 50 gallons of water a day!

Oysters play an instrumental part in our local marine ecosystems; keeping waterways clean, supporting the local aquaculture industry, ensuring coastal resilience through the restoration of reefs and living shorelines, and serving as the foundation for new generations of oysters.

With hurricane season upon us and the 10 Year Anniversary of Hurricane Sandy coming up in our area, it has never been more important to support coastal resilience through the regeneration of natural buffers for storm surges, and oysters can be a part of the solution.

"The mission of the Jetty Rock Foundation is to protect our oceans and waterways, and support those who build their lives around them." said Julia Tomelden, Jetty Rock Foundation's Executive Director. "Shellabration is a particularly special event for us because it ties together all 3 pillars of our Foundation – storm relief, the community, and the environment and we could not be prouder to work with local organizations to support clean water and the aquaculture industry which has historical significance in our area."

This year's Shellabration, sponsored by Express Plumbing, Heating, and Cooling, will bring together 7 local oyster farms that are part of the Barnegat Oyster Collective: Forty North Oyster Farms, Blood Point Oyster, Schramm Shellfish Oyster Company, Love Oysters, Tucker's Island, Laughing Gull Oyster Farm, and Swan Point Oysters.

Local non-profit organizations will be on-hand to educate the community about oysters and our coastal ecosystems. These include: Barnegat Bay Partnership, Alliance for a Living Ocean, Stockton University, the Garden Club of Long Beach Island, Long Beach Township Marine Field Station, and American Littoral Society.

Come sample oysters from the raw bar at all 7 farms, kick up the heat with Hank Sauce, then head to the LBI distillery bar to build your own Bloody Mary! Need a break from all the delicious oysters? Five Sisters food truck, two time winner of America's Best Burger, will be there too so grab a burger while you listen to live music.

There will be several other family-friendly activities sponsored by Fantasy Island, making it a fun and educational day for all ages. Plus, don't miss Long Beach Township's brand new Oyster Recycling Truck!

Last but not least, see the best of the best of local restaurant shuckers as they duke it out in the Shellabration shucking contest.

Come learn about this magnificent bivalve as you enjoy coastal fare and live music and stop by the JRF tent to pick up your Hurricane Sandy: 10 Years Stronger hoodie. All proceeds will benefit the Jetty Rock Foundation's Oyster Recycling Programs and related initiatives. For more information on this event and to learn more about the Jetty Rock Foundation, please visit www.jettyrockfoundation.org or follow them on Instagram: @jettyrockfoundation.

About Jetty

Founded in 2003, Jetty, the coastal brand with a conscience, is a mainstay of the Jersey Shore, bringing their love of all things surf, snow, travel, art, and music to their apparel company that designs durable gear and accessories inspired by their adventures on the East Coast. 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.

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