



# JETTY

**FOR IMMEDIATE RELEASE**

## **11th Annual Jetty Clam Jam exploits the LBI Region's tight knit community**

**November 20, 2017, Harvey Cedars, NJ** – Yesterday marked the running of the 11th Annual Jetty Clam Jam at Hudson Avenue in Harvey Cedars, NJ. Jetty's traditional surf contest pairs surfers from the LBI Region into teams with one younger surfer and one experienced surfer. The median age of the surfers has hovered between 26 and 30 years old in recent years, but Sunday's event saw a nice influx of new, younger surfers from the area. A total of (93) surfers competed in 2-6 foot waves with stiff offshore winds and the staff found a way to fit in 47 heats with the sun setting before 5pm in late November.

A hard southerly blow created a sweeping current, but as the weather moved Northeast just in time for the first heat at 8am, 4 to 6 foot waves peeled. Early heats saw Billy Webster, Kyle Calandra, Tim Raimo, Paul Dungee, and Bob Selfridge execute great tube rides. A unique aspect of the Clam Jam is its scoring system which takes each teammate's top 2 waves, averages them, and then adds the two averages together for one team score. It forces the randomly selected surfers to both nail down two solid waves as opposed to traditional, individual competition where a more skilled surfer can easily outduel another in a head-to-head format. As teams advanced through the bracket the waves waned a bit with a low tide and relentless offshore winds. Top surfers from the region like Randy Townsend, Conor Willem, Ryan Kelly, and Peter George persevered through the tough conditions. At the end of the day Townsend and partner Evan Zodl defeated Willem and partner Billy Webster. Townsend has claimed "The Clam" five times in 11 years. Zodl's sister, Lauren Zodl, won the Coquina Jam, a sister event strictly for female surfers, two years ago.

The Clam Jam is competitive even though the vast majority of its surfers do not compete in any other surf contests throughout the year. When the call is made, and the contest is on, it seems that everybody gets stoked and ready to go. There was even a spike in sales at Farias Surf & Sport on Friday and Saturday as locals realized that they needed new equipment, especially to deal with the chilled off waters. Even though the Jam is a contest, the underlying and ever so important theme is community. Support from business sponsors like Equity Prime, Speakeasy Pizzeria, The Old Causeway Steak & Oyster House, Farias Surf & Sport, Southend Surf 'N Paddle, and plenty of others make the event possible. Red Bull even supplied a DJ this year for live music entertainment as well as product giveaways from their Wings Team. Head volunteers Bill Machotka, Jon Coen, Randy Budd, Joe Mangino, and Lisa Braunwell dedicate their entire day to operating the contest - they manage every heat, the bracket, checking in surfers, timing, and tabulation. Surfers, their families, friends, and dogs line the beach to watch a great display of surfing. New friendships are forged every year and Long Beach Island (NJ) is a better, more friendly place to surf when all is said and done. Stories and waves are shared at an after party and for many involved the Clam Jam is "one of the best days of the year". The Jetty event staff will be reviewing ways to make the 12th Annual and even better day for all involved.

### About Jetty

Jetty is an East Coast based lifestyle apparel company committed to the enrichment of our board-riding community. As a grassroots movement, Jetty prints and designs unique products inspired by the nautical culture at the heart of our South Jersey roots. We believe doing good is good business. Thank you for taking part in our positive movement. The Jetty brand currently sells in 100+ retailers in North America and Canada. The Jetty Flagship Store, Jetty Ink printing division, and Jetty Rock Foundation are all headquartered at 509 N. Main St., Unit #3, Manahawkin, NJ 08050. Please feel free to contact Jetty for further information regarding the company. Phone: 800.900.6435 - Fax: 928.438.6825 - Email: [info@jettylife.com](mailto:info@jettylife.com). **Draw Your Own Line!**

