



JETTY

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4th Annual Arctic Outreach defines LBI Region community

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Despite a name change, "[Arctic Outreach](#)" saw growth in support and attendance this year. Jetty was clued into the term "Eskimo" being derogatory and made the decision to rebrand the event. "There's nothing negative about our event, and I think that is why it was so hard for the organizers to accept a name change after three very successful years. Eskimo Outreach had a nice ring to it, and we really felt that it wasn't offensive, but some Googling proved that, to some, the term is offensive, so we changed it and just moved on with the more important goals of the fundraiser", said Jetty CEO Jeremy DeFilippis. Those goals are clear cut, to raise funds for the children of Mallory & Tim McBrien as well as other families in need. The event runs in loving memory of Mallory who succumbed to Cancer in 2017. A bulk of the funds are also allocated to other families in need, namely those who have made their lives around the water but have fallen upon tough times. Jetty resonates with bodies of water as they are a coastal outdoor apparel company born of the LBI Region and currently selling their wears from the Atlantic to the Great Lakes to the Pacific, and on plenty of rivers and lakes in between. The remaining funds from the event support Jetty's Oyster Recycling Program, the budding initiative of its 501(C)3 [Jetty Rock Foundation](#) which puts oyster shells back into the aforementioned coastal waters. Oyster spat ("babies") need a hard substrate to land, live and grow on ("homes"). Over 90% of the world's oyster reefs have been decimated by overfishing and pollution.

The LBI Region community is a fierce one. Answering the event's call, well over 1,000 people braved the cold, but not-so-arctic temps and contributed by enjoying beers, food, music, a well-curated auction, children's activities and more. A raw bar positioned next to Jetty's apparel tent reinforced the story and encouraged community members to "follow the shell" ([FollowTheShell.com](#)). "It is so easily forgotten that our entire community exists because of the coastal waters that surround us," said Jetty CMO Cory Higgins. "Fishing, clamming, sailing, tourism...you name it...it's why we have the population and economy that we have here in LBI".

Raising in excess of \$40,000 for the fourth straight year, Jetty plans to dole out the funds this week, to Piper & Cedar McBrien, 3-4 other families and it's Oyster Recycling Program. Mallory's mother Patti Stewart, who has remained heavily involved with organizing the event, had this to say..."Arctic Outreach is a bitter/sweet time of the year for our family. Bitter because it is a reminder that Mallory lost her battle to Cancer, however sweet as it is a constant reminder of the love our community had and continues to have for Mallory and the family. I truly believe this event will continue for years to come".