



FOR IMMEDIATE RELEASE

Jetty Rock Foundation Gets Quick Start on Charitable Initiatives This Year *Early 2020 has already seen Jetty donate over \$8000 to Charitable Causes*

Manahawkin, NJ - February 7th, 2020

Surf and lifestyle based-apparel company, [Jetty](#), is very much known for their love of the coast. During summer in their native New Jersey, every day of the Jetty life is packed with some combination of morning surfs, summer fare, exciting events, fishing trips and festivals. But even in what is locally known as the “off season,” Jetty’s nonprofit arm, the [Jetty Rock Foundation](#) has been busy supporting communities.

The 501(c)3 is dedicated to protecting our waterways and those who build their lives around them, distributing funds to social and environmental causes in addition to their own initiatives. In 2019, JRF donated \$208,111.

Just over one month into 2020 the Jetty Rock Foundation has already donated \$8,630 to different charitable initiatives.

The most direct donation that JRF has made this year has been in response to the devastating Australian Wildfires that engulfed 1.5 million acres, claimed 26 lives, destroyed nearly 3,000 homes and killed countless wildlife. The JRF sees this as an indirect cause of changing climates and also a humanitarian crisis.

In taking action, Jetty was in touch with Rachel Addison, who grew up around the Long Beach Island area, an employee of the [Tide Table Group](#) and friend to many in the area. Addison’s husband Xavier, who came to live in the US, became part of the local community here as a carpenter and surfer. The couple has since moved back to New South Wales with their two daughters and has been dealing with the threat of these fires for months.

Addison identified the family of Kevin and Sue Howland, who lost everything to the wild blaze. The Jetty Rock Foundation donated \$2500 to help start getting their lives back together. It’s a great option for people looking to contribute but want to know that all of their donation will go directly to those who need it.

“This is the perfect type of situation where we can help,” said Jetty co-founder, Cory Higgins, “It involves someone we grew up with and their current community. Even though it’s on the other side of the world, it’s a community that bases its lifestyle around the ocean. I spent months traveling in Australia and it has a special place in every surfer’s heart for their coastline and what they have contributed to surf culture.”

JRF also donated \$2,500 to the [Society of St. Vincent De Paul](#), which allocated it accordingly to wildfire relief efforts.

Even closer to home, the Jetty Rock Foundation just donated \$3,630 to good friend and integral part of the Jetty community, Pat Harrington. Harrington is fighting Hodgkin’s Lymphoma and Jetty has created a mini line of “P Money” apparel to support he and his family in this difficult time. Specific donations can be made by texting “pstrong” to 41444. Everyone in the local community is confident that Harrington will win this battle.

Jetty and the Jetty Rock Foundation are dug in to raise more money for initiatives closer to home the first half of 2020 with the [5TH Annual Arctic Outreach](#) on February 29 at [Mud City](#) with our partners at the Tide Table Group, the pet-friendly 5K Paws for a Cause on April 25 in Stafford Township and the [7th Annual Hop Sauce Festival](#) presented by Jetty and [Spice It Up](#), a gathering of craft beer and spice enthusiasts on May 30.

Anyone looking to contribute can Text JettyRock to 41444 or send a check, written out to Jetty Rock Foundation at 509 N Main Street - Unit 3. Manahawkin, NJ 08050. There will also be plenty of opportunity to volunteer in the coming months at events listed at [Jettylife.com](#).

About the Jetty Rock Foundation

The Jetty Rock Foundation is the nonprofit arm of the Jetty apparel brand. The mission of the JRF is to facilitate clean water and support of those who build their lives around it. As a Certified B Corp, Jetty and the Jetty Rock Foundation are dedicated to oyster recycling, environmental stewardship and education. Join our good vibe tribe!

