



## **FOR IMMEDIATE RELEASE**

### **Jetty's Arctic Outreach goes virtual for the 6th Annual**

**March 4, 2021 – Manahawkin, NJ**

Just over one year ago, Jetty's 5th Annual Arctic Outreach went off without a hitch. The high was 37 degrees and the community gathered outside in support of those in need. There wasn't a mask or neck gaiter to be found either. With the recent one-year anniversary of the first positive COVID-19 case in New Jersey, outside gatherings are still limited and traditional fundraisers have been forced to go virtual. "We tried pushing it back and earmarking some Spring dates, but there was just too much uncertainty. Arctic Outreach is all about braving the cold to prove that we can raise funds during that cold, grey time of year. People need assistance 12 months a year and that is one of the main reasons why we run the event in Q1", said Jetty Rock Foundation treasurer and event organizer Jeremy DeFilippis. The event is held in Loving memory of Mallory McBrien, a Manahawkin (NJ) daughter, sister, wife, friend and mom who succumbed to Cancer in November of 2016.

Mallory McBrien emulated the blue-collar mentality serving tables at the Tide Table Group's restaurants and cutting hair at Scissor Sisters. Both businesses are instrumental in organizing and working the event each year which takes place in the parking lot between The Old Causeway Steak & Oyster House and Mud City Crab House. Scissor Sisters usually operates a cider and hot cocoa booth, but this year they leveraged their loyal clients and raised over \$3,000. The virtual essence of 2021's event was focused on remembering the good times from the five previous family-oriented parties and highlighting the community sponsors that have allowed for its continued success. "During these tough times it is amazing to see businesses simply cut checks. It is just as appreciated when these community members lend their hands (Rustic Drift; staging and furniture) and talents (Reynolds Garden Shop; flowers and auction), but to receive direct donations is what truly allows the Jetty Rock Foundation to dole out aid. Jetty Rock's Text-to-Donate mobile platform accounted for about 50% of the 2021 revenue and corporate sponsors kicked in the other half. The month of February was dedicated to Arctic Outreach and in excess of \$13,500 in profit was raised. These funds have been allocated to Mallory's two children (Piper & Cedar) as well as other families in need. Arctic Outreach has now raised in excess of \$247,000 in six years.

Jetty is cautiously optimistic that in-person events will return in a big way this Summer. Stay tuned in to their website ([Jettylife.com](http://Jettylife.com)) and social media outlets for updates on plenty of pop-up events, the 13th Annual Jetty Coquina Jam (scheduled for July 25, 2021) as well as HopSauce Festival (date TBD).