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7th Annual Arctic Outreach returns in person with record-setting attendance

March 7, 2022 – Manahawkin, NJ

Last Saturday, the [7th Annual Arctic Outreach](#) was back as an in-person event at Mud City Crab House in Manahawkin, NJ. The event had gone virtual in 2021, raised in excess of \$15,000, and brought its 6-year total donations to \$231,070.83. Donations are sent via the [Jetty Rock Foundation](#), Jetty's 501(C)3 charitable arm, and benefit those in need who make their lives around the water as well as the nonprofit's environmental initiatives. The event came about for Mallory McBrien and still runs in her loving memory. In 2016, Jetty, the Tide Table Group, Reynolds Landscaping and Garden Shop, Rustic Drift, and Scissor Sisters, all businesses native to the LBI Region, put the event together within weeks to come to the McBrien family's aid. On February 26, 2022, the outcome was clear with a jammed parking lot from 11am to 7pm.

As the accounting gets done on the back end, Jetty Rock Foundation Director/Treasurer Jeremy DeFilippis reported that revenue in 2022 will exceed \$90,000. "The event never cracked \$70K in revenue, but the big difference this year was an early start on seeking sponsorships and the business community responding in a huge way", said DeFilippis. Sponsorships ranging from "Frosty" (\$250) to "Arctic" (\$2,500) totaled \$31,500 before the event got underway. Additionally, a slew of barter sponsorships helped to decrease expenses, including food from Sunny Rae's and the Ice Cream Shoppe of Manahawkin, ice courtesy of Eddin's ice, wine from Opici, and Regal Wine, beer from Manafirkin, spirits from LBI Distillery and paper products from Carlson Paper. All four bands played for free and the sound services were donated by MK Productions. The Jetty Rock Foundation also debuted their Jetty Rock Oysters in partnership with the Barnegat Oyster Collective. All profits from the oysters will benefit the Foundation moving forward.

On a sunny day in the high 30's one of the notable differences was the long line all day at the "Kid's Corral". Fantasy Island Amusement Park donated prizes and kids enjoyed face painting, magic, balloon art and other games. Out of Sight Alpacas set up a small area for fun photos with animals while LJ Hepp volunteered his photography services to take professional portraits as well. Another big hit was the auction which featured a tent full of beautiful art and other products and services donated by community businesses. A silent auction for the larger items like the hand-crafted table built by Michael Stewart, Queen City Cycle Boat cruise and pizza-making experience at Black-Eyed Susan's brought in big bucks as well. When the budget is wrapped up, the profits to be donated should amount to \$50-60,000!