



## **FOR IMMEDIATE RELEASE**

### **Jetty Rock Foundation raises \$15K with “Butchy Bash” pop-up event**

**December 30, 2021 – Beach Haven, NJ**

The Holidays are synonymous with giving and helping those in need, so when a member of the extended Jetty family began a battle with ALS a committee was formed and an event was born. Butchy Bash called upon Jetty supporters to attend a 1-day event at Tuckers Tavern in Beach Haven, NJ on November 13, 2021. The event officially ran through Jetty’s nonprofit arm, the Jetty Rock Foundation, a 501(C)3 that has donated in excess of \$1.7million when combining efforts from the Jetty brand and the nonprofit over the past 19 years. The event raised \$15,000 in profits which have been distributed to the family as well as The ALS Association Greater NY Chapter this week.

The Jetty Rock Foundation’s mission is to protect our oceans and waterways, and support those who build their lives around them. This family battling ALS has lived on Long Beach Island for the better part of the last century. The ALS Association Greater NY Chapter was integral in connecting them with Columbia University to explore treatment. The nonprofit’s mission is Leading the fight to treat and cure ALS through global research and nationwide advocacy while also empowering people with Lou Gehrig’s Disease and their families to live fuller lives by providing them with compassionate care and support. “We’re not experts in everything, so when a special situation comes up like this one it just makes sense for us to partner with another nonprofit that does have that expertise. We do a similar thing with our Coquina Jam every Summer when we partner with David’s Dream & Believe Cancer Foundation. Nonprofits working together for the greater good is something we really support,” said Jetty Rock Foundation Director/Treasurer Jeremy DeFilippis.

DeFilippis worked with Tuckers Tavern to plan the event. The partnership positioned both Tuckers and Jetty to do what they do best. Jetty used an old design, “The Butch”, to brand the event, create a Limited Edition T-shirt and market the fundraiser to its fans. The Jetty Rock Foundation pulled permits to hold an auction. Tuckers Tavern bulked up their staff, created a special menu and transformed their space to accommodate four bands and a great indoor/outdoor gathering. “Pete Palladino and Lisa Mack really deserve the credit. The venue is so important in making these types of events successful. When the wind gusted to 40mph+ and blew us all inside, it was their quick thinking that allowed us to move inside and keep the momentum going,” said John Clifford, Jetty Rock Foundation director. The event marks another successful partnership of local businesses in the LBI Region coming together to support their village.