



## FOR IMMEDIATE RELEASE

### Jetty joins Surfrider Foundation as a Coastal Defender

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Jetty has long been involved with the Surfrider Foundation, especially with local chapters in their home state of New Jersey. For years, Jetty has offered free vending spots at their Coquina & Clam Jam surf events to Surfrider. Last month, Jetty officially became a Surfrider Foundation Coastal Defender, and pledged a \$2,500 annual donation. Coastal Defenders, at the very basic level, help spread the mission of the Surfrider Foundation which is dedicated to the protection and enjoyment of the world's ocean, waves and beaches, for all people, through a powerful activist network. Jetty has always promoted environmental stewardship which is evident in its mission statements.

Jetty is the coastal brand with a conscience. Our mission is to create kinship and community through our shared passion for water. Whether we are diving through it, surfing on it or pulling fish from it, water is in our DNA. We even print our shirts using water-based inks on the coast of New Jersey.

The Jetty Rock Foundation is our approved 501(C)3 charitable organization. JRF's mission is to protect our oceans and waterways, and to support those who build their lives around them.

"This is obnoxiously overdue! We're excited to officially get on board and support the Surfrider Foundation. It's obvious that our missions are aligned and we're hopeful that we can educate and motivate our fans to join the movement", said Jetty CEO Jeremy DeFilippis. That movement fights for reducing plastic pollution, ocean protection, beach access, coastal preservation and clean water. Expect to see continued dedication to Environmental causes as well as Community & Education and Storm Relief, together making up the focus of Jetty and the Jetty Rock Foundation's initiatives.

#### 2020 Donation Breakdown

