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12th Annual Jetty Coquina Jam goes down in safe, warm and 3-4' conditions, raising \$88K for charity.

August 6, 2020 - Brant Beach, NJ

In the heart of quarantine, the [Jetty Coquina Jam](#) was a distant thought, but as restrictions were lifted in New Jersey, the surf and outdoor apparel company was able to run the 12th installment of its all-female surf contest. A big vote of support came from Long Beach Township where the event has been held for the past 4 years, and in 6 out of the 12 years that the competition has run. The municipality had instituted face covering and social distancing rules for the 68th Street beach and gave a vote of confidence toward Jetty's ability to run a safe and well-organized event. In a month's time, [Jetty](#) joined with [David's Dream & Believe Cancer Foundation \(DDBCF\)](#) to promote the event, gain sponsorships and plan for extra safety precautions with regard to the COVID-19 pandemic. Jetty has donated in excess of \$109,000 to Cancer patients in need. They partnered with DDBCF over the past 9 years, making this their 10th anniversary of working together to direct the raised funds back to patients.

On Sunday, August 2, 2020, early morning clouds gave way to abundant sunshine, and even with strong southerly winds, the waves remained fun, breaking all day in the 3-4' range. Warm water and good vibes were in effect from 8am to 5pm as 64 female surfers competed through the traditional NCCA-style bracket. Jamie DeWitt and Mia Gallagher defeated Kristen Labin and Brynn Gallagher in the finals. A great display of surfing was on tap all day as age-oriented, random teams of two battled head-to-head in each heat. Three bands on a beach stage and a vendor corral gave beachgoers additional points of interest throughout the day.

On top of the celebration of female surfing, the fundraising aspect reached a new peak. Leading into the event, the 64 surfers crowdfunded in excess of \$27,000. Sponsorships in excess of \$60,000 were also secured through business partners of Jetty and DDBCF. This year, due to a lack of events and fundraising opportunities in general, Jetty's nonprofit (Jetty Rock Foundation) and DDBCF will split the profits of \$88,000. These funds will be immediately pumped back into the community by the two nonprofits to aid Cancer patients in need. "We really could not have asked for a better day, and it was great to see everyone being respectful of the rules. To execute our best fundraising Jam to date given the conditions is incredibly fulfilling, and we're looking forward to getting back to running all of our other charitable events and initiatives", said Jetty CEO Jeremy DeFilippis. DeFilippis oversees all phases of planning the Coquina Jam, but delegates many of the preparatory and on-beach tasks to female Jetty staffers and volunteers. It is certainly a day of celebration on many fronts, celebrating female leadership and surfing, paying it forward and community activism.