



## 16th Annual Jetty Clam Jam a Roaring Success

### Jetty Announces Future Plans for the Contest to Give Back

#### Brant Beach, NJ (September 13, 2022)

On Saturday, September 10, 2022 the 16th Annual Jetty Clam Jam took place on 68th Street in the Brant Beach section of Long Beach Township. Traditionally, Jetty pushes the contest through the waiting period, delaying it weekend after weekend, as they wait for solid waves. Even though Hurricane Earl was moving rapidly past and away from the New Jersey coast, the swell as well as great weather coincided perfectly this year. Jetty had held their Clam Jam Selection Night just a couple of nights prior on Thursday, September 8th at which they randomly selected the teams pairing one younger surfer with another more experienced one. 96 surfers would be ready to paddle in less than 48 hrs.

Those 96 surfers turned to 88 as even the most committed ran into some unsuspecting conflicts. Regarding commitment, Royce Weber, who had been on the winning team in both 2020 and 2021, learned about the call to run the contest on Saturday...but he was in CA for work. He was paired with another former Clam Jam champion, Conor Willem, and vowed to find a flight home. Royce followed through, surfed harder than anyone and brought home his third in a row. Other standouts included Pete Machotka (2021 winner) who had the highest wave score in the finals. His wave score plus partner Jon Coen's fell just 2 points short of the Weber/Willem combination. Surfers Chris Huch, Dave Werner, Ryan Kelly, Randy Townsend, Steve Carpitella, Yater Henry, Bob Mirth and Kyle Calandra all surfed incredibly, but fell in either the quarter or semifinals.

The Clam Jam was created in 2007 by Jetty with help from Jon Coen and Bill Machotka, two longtime friends of the brand. At the time, the Long Beach Island Region was experiencing an uncharacteristic generational gap in the surf community. The plentiful contests of the 80's and 90's had disappeared and tensions were high. The Jetty crew sought to rebuild relationships between the North and South ends of the island and well as with the surrounding Mainland area. The unique team format they came up with also aimed to lessen the generational gap.

The 2022 Clam Jam continued to forge new friendships with surfers ranging from ages 15 to 58. As if uniting the surf community and strengthening the area's surf culture wasn't enough, Jetty announced yesterday that in honor of the 10 year anniversary of the Jetty Rock Foundation, it would be moving organization of this fan favorite event over to the nonprofit arm of their brand that currently runs the women's Coquina Jam charitable surf competition and other large scale events. This move will not change the way the contest is structured, but will allow proceeds to go towards the Foundation's environmental, community & storm relief initiatives. Stay tuned as the Jetty Clam Jam continues to make waves by directly supporting charitable projects in line with Jetty and Jetty Rock Foundation core values.

## About Jetty

Jetty, the coastal brand with a conscience, is a mainstay of the Jersey Shore, bringing their love of all things surf, art, travel, skate, and music to their eco-conscious apparel company. Founded in 2003, they capture the spirit of the Shore with their own brand of laid-back East Coast cool rooted in community. Jetty, a Certified B Corp since 2017, has a proud legacy of supporting their coastal community with environmental and outreach initiatives through their non-profit arm, the Jetty Rock Foundation. For more information on Jetty, please visit [www.jettylife.com](http://www.jettylife.com).

## About Jetty Rock Foundation

The Jetty Rock Foundation is an approved 501(c)(3) charitable organization and the nonprofit arm of the Jetty brand. The mission of the Jetty Rock Foundation is to protect our oceans and waterways, and support those who build their lives around them. To learn more, please visit [www.jettyrockfoundation.org](http://www.jettyrockfoundation.org).

