



FOR IMMEDIATE RELEASE

11th Annual Jetty Coquina Jam benefiting female cancer slated for Sunday, July 28th

Brant Beach, NJ, Monday, July 1, 2019

[Jetty](#), the NJ-based lifestyle apparel brand, will host its 11th annual all-female surf contest, the Coquina Jam to benefit [David's Dream & Believe Cancer Foundation](#) on Sunday, July 28, 2019 in the Brant Beach section of Long Beach Township on Long Beach Island. Hackensack Meridian Health Southern Ocean Medical Center has once again stepped up as the presenting sponsor which will help spread awareness for the Summer event. The hospital has undergone many improvements over the last several years and is more equipped than ever before to serve the Long Beach Island Region. The Coquina Jam has raised in excess of **\$72,000** for female cancer patients over the past 10 years.

"Southern Ocean Medical Center is proud to once again sponsor Coquina Jam," said Regina M. Foley, Ph.D., MBA, RN, chief hospital executive. ***"This all-female surfing fundraiser demonstrates our commitment to the community and provides hope to patients in need of cancer care."***

Jetty has expanded the field of surfers from 48 to 64 this year and has also added an exciting twist to the fundraising. Registration is now open to all female surfers of the intermediate skill level (and beyond). Once signed up, they will await the random team pairing which will occur live via social media. Teams of one younger surfer paired with a more experienced one will compete through the bracket-style tournament for a cause. That cause and the fundraising behind it now expands throughout the entire month of July. Surfers will be given a personal fundraising page, will seek out donations using their social platforms and personal networks, and then one of four matching sponsors will match their raised funds!

"We're hoping to raise an additional \$20,000 before we even get to the event. It was a great idea that our Marketing Manager Joe Hodnicki (Jetty) and Executive Director (DDBCF) Dani Corso jointly came up with", said Jetty CEO Jeremy DeFilippis.

The four matching sponsors, vowing to match up to \$2,500 each, are [Farias Surf & Sport](#) x [506 Surf Boutique](#), [The Wright Law Firm](#), [Fantasy Island Amusement Park](#) and [Tide Table Group](#).

For the 3rd year in a row, the event will take place in Long Beach Township, and for good reason as the centrally located 68th Street amenities truly make for a comfortable day at the beach. In 2018, a large pavilion was constructed which provides shade and a place for those who cannot make the long walk down the dunes to take in the event. A stage was added on the beach where Jason Booth, Justin Jones and Face Down will perform from 11am to 3:30pm. Local restaurant Kubel's Too (K2) will be bringing their bar to the beach as well, serving up Jetty Session and other refreshing beverages. Parking, restrooms and other improvements surround the contest zone. Jetty aims to raise \$35,000 this year, a lofty goal, with all funds being allocated to donee and partnering nonprofit David's Dream & Believe Cancer Foundation.

About the Jetty Rock Foundation

The Jetty Rock Foundation is the nonprofit arm of the Jetty apparel brand. The mission of the JRF is to facilitate clean water and support of those who build their lives around it. As a Certified B Corp, Jetty and the Jetty Rock Foundation are dedicated to oyster recycling, environmental stewardship and education. Join our good vibe tribe!

About David's Dream & Believe Cancer Foundation

David's Dream & Believe Cancer Foundation is a 501(c)(3) nonprofit that raises funds to provide financial assistance, wellness services and hope to New Jersey families affected by a cancer diagnosis.

About Hackensack Meridian *Health* Southern Ocean Medical Center

Located in the heart of southern Ocean County, Hackensack Meridian *Health* Southern Ocean Medical Center has been caring for the community for over 40 years. With more than 400 physicians and over 1,000 dedicated health care professionals, the medical center provides comprehensive high-quality, advanced inpatient and outpatient services