



FOR IMMEDIATE RELEASE

11th Annual Jetty Coquina Jam raises in excess of \$37,000 goal for female cancer patients in need

Brant Beach, NJ - Tuesday, August 27th, 2019

Jetty prepared for its **11th Annual Coquina Jam** knowing that the event could raise a lot more than it had in previous years. The event had built from an inaugural in 2009 that boasted 32 female surfers competing on a Wednesday night, and donating \$460 to Boarding for Breast Cancer, to its 10th annual in 2018 with 48 competitors and a donation of \$15,085.94. The latter was the event's largest donation in ten years and brought the total amount north of \$72,000, most of which was directed to [David's Dream & Believe Cancer Foundation](#), the beneficiary who Jetty had partnered with since the 3rd Annual in 2011. David's Dream & Believe, the NJ-based nonprofit, quickly pushes the donated funds to female Cancer patients in need. The organization has eclipsed **\$1 million** in financial grants since its inception, and has become a standout community leader, running events and answering patient requests for the past 9 years.

This year, the expanded field of 64 surfers did much more than simply dazzle the crowd on waist-to-chest high surf on a perfect Summer Sunday. They were encouraged to raise money during the month leading up to the actual event, something that they took head on, raising over \$10,000. "It was Dani Corso's idea, and it had worked for DDBCF's Shave the Date fundraiser. They took that one from a \$3,000 to a \$30,000 initiative just by using MobileCause Text-to-Donate software. We have the same software, so why not make use of it and fundraise for a month as opposed to just one day", said Jetty CEO Jeremy DeFilippis. Jetty Marketing Director Joe Hodnicki then sweetened the pot by suggesting that they could acquire matching sponsors for each quadrant of surfers in the NCAA bracket-style tournament. [The Tide Table Group](#), [Farias Surf & Sport / Five 0 Six Boutique](#), [The Wright Law Firm](#) and [Fantasy Island Amusement Park](#) answered the bell, agreeing to match up to \$2,500 each. The surfer's goal of \$10,000 was met easily, and Fantasy Island even agreed to go beyond their initial ceiling donating \$4,000+. Well over \$20,000 was raised before the contest even began, a figure that eclipsed any single prior year of fundraising in total!

This year we topped funds raised at \$37,157.01 for cancer patients & families in need.

Under sunny skies and blanketed by a wave of smiles and stoke, the largest surf contest that Long Beach Island has ever seen ran from 8am to 5pm on the beach at 68th Street in the Brant Beach section of Long Beach Township. A never-ending line of sponsor tents stretched in both directions, stemming from the Jetty pop up and judge's scaffold. Massages, yoga, hair braiding, snacks, a beach bar presented by [K2 \(Kubel's Too\)](#) and food from [Bird & Betty's](#) kept the crowd relaxed but buzzing all day. [Hackensack Meridian Health - Southern Ocean Medical Center](#), the event's largest sponsor, and ironically where many of the patients will use the donated funds to receive care, supported the community event for its second consecutive year.

Circling back to the ethos of the event, Rhode Island surfer Katie Imswiler and partner Mia Gallagher edged out LBI local Mary Tantillo and Brynn Gallagher in the finals. Imswiler & Tantillo, both sponsors of the event (IMSY and Swell colors; respectively), set the tone for their younger counterparts (sisters from Ocean City, NJ) who ripped the disorganized afternoon waves as impressive up-and-comers. One beachgoer proclaimed "this is just like how they do it

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