



FOR IMMEDIATE RELEASE

Jetty donates 10% of profits back to the Jetty Rock Foundation

June 1, 2020 – Beach Haven, NJ

Saturday May 30, 2020 would have been an epic day for Jetty to host its 7th Annual HopSauce Festival, but due to the pandemic, there was no way for them to move forward with the event. After canceling it many weeks ago, Jetty initiated its Rising Tides Initiative – the branded tees and sweatshirts offered at Jettylife.com allowed online customers to select their favorite retail shop to donate the profits to. That initiative closed on May 31, 2020 and Jetty estimates that in excess of \$100,000 will be credited to its retail partners. Shortly after the Rising Tides Initiative, Jetty also launched a hyper-local fundraiser for Long Beach island-based bars. The Raised Glasses Initiative also closed on May 31, 2020 and Jetty is looking forward to delivering checks to all 27 watering holes on LBI, NJ!

Moving forward, and hopefully into more normal business conditions, Jetty is still giving a nod to charity. This time they are keeping it simple and donating 10% of all online sales profits to their own nonprofit, the Jetty Rock Foundation. For the week of June 1 to June 7, all online sales profits will be transferred to the 501(C)3 charitable organization. HopSauce Festival is traditionally their Summer kickoff event, which has funded \$134,000+ in donations since 2014. “The Jetty Rock Foundation is highly event-driven, so we’re currently reworking what 2020 looks like from the nonprofit perspective. We’re going to do all that we can to make sure that we can still make the donations that we make year in and year out”, said JRF Treasurer and Director Jeremy DeFilippis. Some of the donations specifically funded by HopSauce Festival include technology for area schools, Jetty’s Oyster Recycling Program, and a beautiful pavilion that was constructed on the Taylor Avenue Waterfront in Beach Haven, NJ. The pavilion was a long-term project that required additional help from the community. Jetty would like to thank Spice It Up, Fantasy Island Amusement Park, Tuckers Tavern, the Borough of Beach Haven and Beach Haven’s Public Works Department for helping to build a structure that is now open for the community to enjoy.

[Jetty](#) and the [Jetty Rock Foundation](#) have donated in excess of \$1.2 million since 2003! The mission of the Jetty Rock Foundation is to protect our oceans and waterways, and support those who build their lives around them. Jetty asks you to join their effort this week by simply purchasing any items on Jettylife.com!