



JETTY

FOR IMMEDIATE RELEASE

Jetty's Crabbin' for a Cure event raises \$30K+ in one night

November 1, 2017, Manahawkin, NJ – Jetty partnered with Parker's Garage & Oyster Saloon to run one of their keystone charitable events on Wednesday, October 25, 2017, Crabbin' for a Cure. "The simplicity of this event and the amount of funds it raises is what makes it special", said Jetty CEO Jeremy DeFilippis. "It's at the end of the LBI Region's season, we get our core crew together, and we have a delicious crab cake dinner", added Jetty Rock Foundation President Ann Coen. Of course, there is plenty of work that goes into this 5 hour event. This year, the venue moved from Mud City Crab House to Parker's Garage & Oyster Saloon, the same restaurant group's newest digs which backs up to the Barnegat Bay. Parker's Garage allowed for more space and the evening pitched one seating as opposed to the two seatings that it involved in the past. "We had a great first season at Parker's Garage and figured that it made the most sense to run Crabbin' there just after we shut it down to the public, Wednesday night was magical", said Co-owner of the restaurant Melanie Magaziner.

The focus of Crabbin' for a Cure is to raise funds for community members battling Cancer diagnoses. Unfortunately, there is never an empty list when it comes time to tally up the numbers and make the donations. Jetty's ambition remains to be exceedingly organized on the accounting side of things and to get the money to those who need it immediately after the event. To that point, in excess of \$30,000 will be doled out during the weeks after the successful event. "It's phenomenal to raise that much money just by going out for dinner and drinks at one of our favorite restaurants. The supporters in that room are an amazing group of people!", proclaimed Jetty CMO Cory Higgins. Local business sponsors are who truly drive the event as it raised more than half of its total take before doors even opened. In addition to the presenting sponsors (Jetty, Parker's Garage, Jetty Rock Foundation), some of the key supporters included Sally's Seafood, Art Puziffero Builder, National Pipe Hanger, Opici Family Distributing, Shannon Keyes DMD, Stafford PBA, and The Sea Shell.

Giving via Jetty's nonprofit arm, the Jetty Rock Foundation, will exceed \$50,000 in the month of October alone. Earlier this month, \$11,000+ was contributed after their Rum-raiser event to support hurricane relief in Florida, Texas, and the Caribbean. Another \$10,000 has just been contributed to Waves for Water for further relief in Puerto Rico. The Jetty Rock Foundation aims to exceed \$150,000 in donations in 2017, all of which stems from the East Coast-based lifestyle apparel brand Jetty.

About Jetty

Jetty is an East Coast based lifestyle apparel company committed to the enrichment of our board-riding community. As a grassroots movement, Jetty prints and designs unique products inspired by the nautical culture at the heart of our South Jersey roots. We believe doing good is good business. Thank you for taking part in our positive movement. The Jetty brand currently sells in 100+ retailers in North America and Canada. The Jetty Flagship Store, Jetty Ink printing division, and Jetty Rock Foundation are all headquartered at 509 N. Main St., Unit #3, Manahawkin, NJ 08050. Please feel free to contact Jetty for further information regarding the company. Phone: 800.900.6435 - Fax: 928.438.6825 - Email: info@jettylife.com. **Draw Your Own Line!**

About Jetty Rock Foundation

The Jetty Rock Foundation is an approved 501(C)3 Charitable Organization and the nonprofit arm of the Jetty brand. It was formed in 2013 in the wake of Superstorm Sandy when Jetty raised considerable funds through the *Unite + Rebuild* campaign. The JRF continues to raise funds through Hop Sauce Festival, other events, and private donations. The mission of the Jetty Rock Foundation is **to enhance business, arts, and culture for the future leaders of our community.**

JETTY ROCK
FOUNDATION