



# JETTY



## FOR IMMEDIATE RELEASE

### **East Coast Roots, West Coast Support Jetty & Jetty Rock Foundation Raise Funds for Maui Relief**

#### **October 13, 2023 - Manahawkin, NJ**

It was more than two months ago when wildfires broke out and devastated one of the surf world's favorite places, Maui. Jetty, the East Coast's leading surf brand, and its nonprofit arm, the Jetty Rock Foundation, immediately discussed ways to assist from almost 5,000 miles away. First, a hyper-local event was organized at Baker's Port Hole Café. The venue holds a special place in Jetty's history as it was a brainstorming ground and meeting place just feet away from where the brand was born in a Ship Bottom, NJ apartment in 2003. Celebrating its 20th Anniversary this year, Jetty created a limited edition graphic saluting the Porti, as locals call it, and partnered with Donna & Noel Baker to draw the community in for a special night of fundraising on Wednesday, September 6th. The Baker family has owned and operated the Port Hole since 1936. Thanks to an outpouring of support, in excess of \$22,500 is on its way to vetted families, businesses, nonprofits and first responders in Maui.

During the same time, Sarah DeYoung proactively reached out as a Maui resident and designer with the goal of spreading aloha and awareness. Together, in a matter of weeks, a Maui Strong T-shirt was designed, produced, marketed and sold via Jettylife.com. Online sales generated profits to enable another \$5,000 in donations. The Lahaina Fire Station, Boards 4 Buddies and RE Centers are among the top donees. Due to first-hand experience with Hurricane Sandy in New Jersey, and through supporting many other regions dealing with natural disasters, Jetty and its foundation understand that there is still a long road to recovery for the greater Lahaina community. As stewards of the environment, and lovers of board-riding, the brand is committed to doing its part when their tribe is in need. As fundraising is wrapped up in excess of \$27,500 will have been sent to community leaders in Maui fighting their way to unite and rebuild.

## About Jetty

It all started in 2003 with five friends on a strike mission to the mountains - inspiration and enthusiasm plus \$200 a piece in a hat. It was created on a shared love of surf, fishing, art, travel, and music. We wanted to draw our own line – and it's a good thing too, because coming from New Jersey, there was certainly no line to follow. Now in our 20th year of business, Jetty continues to offer eco-minded, durable apparel that embodies the fickle conditions of northeast surf and encourages outdoor adventure despite the weather. As a B-Corp Certified company, we prioritize reducing waste, creating premium products, and supporting coastal communities through our nonprofit, the Jetty Rock Foundation, which has donated millions of dollars to clean water initiatives and disaster relief efforts for over a decade. Supporting Jetty strengthens our commitment to protecting our oceans, waterways, and the communities that rely on them. For more information on Jetty, please visit [www.jettylife.com](http://www.jettylife.com).

## About JRF

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).

## About Sarcreate

Sarah DeYoung is the stoked creative behind sarcreate (Sarah + create). She creates full-time as a freelancer from her home on the North Shore of Maui. Sarah creates custom designs for established and growing businesses, such as: logos, t-shirt designs, patterns, social media graphics, etc. Sarah's art is inspired by surf culture, tropical living, outdoor adventures and board sports. Sarah draws everything by hand which distinguishes her style as a digital artist and graphic designer. She received her Bachelor of Fine Art degree in Art Education with a minor in painting from Western Michigan University. Being born and raised in the beautiful Great Lakes state of Michigan, she has always had a love for being on, in, and near the water. As an adult, she has grown roots in Maine, Hawai'i and Alaska, where she's never been more than a few minutes from a body of water. When she's not playing outside in the tropics surfing, snorkeling, hiking or anything that evokes stoke, Sarah loves to travel. Especially to take snowboard trips.

## About Port Hole

The Port Hole was opened Memorial Day Weekend 1936 by the Baker family. It has survived the Hurricane of '44, the Great March Storm of '62 & Hurricane Sandy, Oct. 2012, but not without 28" of water inside from bay & ocean with major damage. The Port Hole is still owned by the Baker family and in its third generation, with the fourth generation learning the ropes! Our world famous Roast Beef Sandwiches are the most popular item on our menu and have been since the early '60s. The Port Hole has tried to keep its shore and family atmosphere all these years. Please feel welcome- eat, drink and enjoy!