



Jetty to Host 'A Celebration of New Jersey Surf Culture' Event as Part of NJ Surfing Hall of Fame Weekend on June 3rd

Manahawkin, NJ (March 23, 2023) Jetty, the Coastal Brand with a Conscience, is proud to host 'A Celebration of New Jersey Surf Culture' as part of their Craft & Calling series during New Jersey Surfing Hall of Fame Weekend. The ticketed event will take place on Saturday, June 3, 2023 at the Jetty Flagship Courtyard located in Manahawkin, NJ. All proceeds will benefit the New Jersey Surfing Hall of Fame (NJSHOF) and the Jetty Rock Foundation (JRF).

This Craft & Calling event is a precursor to the biannual NJSHOF Induction Ceremony on June 4th, and will feature live music, surf films, food and drinks, a panel discussion, autograph signings, and scholarships. The mission of the NJSHOF is to celebrate, promote and interpret the surf culture and its heritage in New Jersey which dates back to the 1960's. This summer, the NJSHOF will continue to honor surfers, artists, media and photographers with significant achievements from Sandy Hook to Cape May. Longtime Jetty Team Rider and ambassador Randy Townsend is one of the twenty nominees this year.

"Jetty is honored to be a part of this year's New Jersey Surfing Hall of Fame program" said Jeremy DeFilipps, Jetty CEO. "New Jersey surf culture is core to the Jetty brand and we are grateful to play a part celebrating those who have made NJ surfing what it is today while also inspiring the next generation of surfers."

Jetty's Craft & Calling Series is an ode to their ethos "Draw Your Own Line" which inspires people to follow their passion while making an impact. Past Craft & Calling events have covered topics such as original music, women's surfing, commercial fishing, and community resilience following Hurricane Sandy.

This year the Jetty brand celebrates its 20th anniversary. What started as a dream of five local friends who grew up surfing and fishing off of NJ's jetties, has become an international sensation with the brand being sold in over 550 retail locations in the US, Canada, and beyond. Moreover, together with their nonprofit arm, the Jetty Rock Foundation, over 2 million dollars has been donated to support the environment, local communities, and storm relief efforts over the past decade.

"In curating our New Jersey Surfing Hall of Fame weekend, Jetty was the clear choice to partner with. They have been the rock of the east coast surf community for the past twenty years, have made a significant impact in our community through their Foundation, and are known for throwing great events." Said Kevin Morris, buyer at Heritage Surf & Sport, and a district NJSHOF nominee for Cape May County this year.

Tickets to 'A Celebration of New Jersey Surf Culture' will be available online at JettyRockFoundation.org next month and will be limited to the first 200 attendees.

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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.

About Jetty Rock Foundation

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.