



**FOR IMMEDIATE RELEASE**

**Community comes together again for 2nd Annual Eskimo Outreach event**

**February 27, 2017, Manahawkin, NJ –**

On Saturday, February 25, 2017 the 2nd Annual Eskimo Outreach, a Community Clambake of Arctic Proportions, brought the Long Beach Island Region community together once again. Temperatures eclipsed 60 degrees and the bulk of the day from Noon to 6pm was enjoyed by thousands of people. The event was formed to support Mallory McBrien who unfortunately lost her battle with Cancer on November 23, 2016. Mallory is survived by her husband Tim, and two young children, Cedar and Piper. The 2016 and inaugural event raised in excess of \$48,500 to benefit Mallory's family as well as two other local families in need. This year's event, with projections of \$50,000+ in funds raised after event costs, will again benefit local families in need as well as Mallory's children. Financial accounts were set up for each of them in 2016 and the event organizers plan to always dedicate a percentage of the funds raised to the McBrien children. Tim McBrien explained on the microphone that every dollar spent by attendees, from food and beer to auction items, truly allowed him and his family to spend more quality time with Mallory during her battle.

The Jetty Rock Foundation, the Jetty apparel company's nonprofit arm, is the fiscal sponsor of the event. They handle branding and the budget while Mud City Crab House orchestrates logistics and supplies the event staff. Two shifts of volunteers make sure that the monies stay organized, tickets are sold, beer is poured, and food is served. Reynolds Landscaping & rustic Drift round out the core group of organizers. They are the ones responsible for beautifying the venue and adding to Mud City's patio *Barstream*. There are a number of businesses that sponsor and support this event in many ways, but the immediate thanks must be given to the Magaziners, Nugents, Reynolds, Dramis', Stewarts, McBriens, Stafford Township, and the Jetty crew.

One aspect that really brings the community out is the fact that this event is family-friendly. Face painting, a photo booth, the Party Crashers trailer, roasting S'mores, and a bouncy castle all add fun things to keep the little ones occupied. "It's great to see families there, and it feels good to know that when those little kids ask their parents why they were there, those parents will begin to explain the notions of community and Paying it Forward to them," said Ann Coen, the President of the Jetty Rock Foundation. The weather held out as rain did not affect the event until 6pm. By that time, plenty of people had donated to the cause and enjoyed the 60 degree weather with refreshing cold air sweeping off of the ocean.

As the Eskimo event does look to become an annual tradition, the core group of organizers will have a wrap-up meeting to see how they can improve it for 2018. Accounting will be done, families in need will be sought out, and funds will be dispersed. The LBI Region is certainly a special community as Mud City owner and community activist Melanie Magaziner explained over the microphone, "I don't know if it happened because of (Superstorm) Sandy, or when we really came together, but this community is amazing." Donations are still being accepted via the Jetty Rock Foundation. Those who missed the event may text **eskimo** to 41444 or mail a check. It is with many thanks to the volunteers, sponsors, contributors, and patrons that the event organizers will now move toward their next events. "One of the reasons that we started this event was to raise money in the Winter. There are still families in need in the Winter and most of our events revolve around the warmer seasons. I think the community would still come out in droves if it snowed. We're so tight knit and will always be dedicated to picking up those within our circle when they fall down" said Jetty CEO, Partner, and Co-founder Jeremy DeFilippis.

**About the Organizers:**

Jetty is a local surf and lifestyle apparel company which has used events and fundraising as a primary marketing platform. Mud City Crab House, as well as Old Causeway Steak & Oyster House and the Black Whale, have partnered and provided venues for many of these events. Reynolds Landscaping & Garden Shop have been heavily involved in the LBI Region and have become known for beautifying events and supplying equipment/labor. Rustic Drift is a rental company that supplies hand-made, authentic furniture and event items. Ann Coen Photography is a premiere local service that consistently donates professional photography and artwork. MK Productions is a premiere local service that consistently donates professional sound and lighting. The Jetty Rock Foundation is the nonprofit arm of the Jetty apparel company. As an approved 501(C)3 Charitable Organization, the JRF allows for the legal collection and donation of raised funds.

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Special thanks to the Stewarts, McBriens, Magaziners, Nugents, and Stafford Township