



FOR IMMEDIATE RELEASE

Angel holds off the rain for 3rd Annual Eskimo Outreach

February 26, 2018, Manahawkin, NJ –

Despite the crux of Eskimo Outreach, which is the LBI Region's strength and ability to endure an outdoor event in February, forecasts called for rain on Saturday. There was a chill in the air just hours into the event, but hundreds of supporters filled Mud City Crab House's parking lot. Food and drinks were served under a large tent, from the *Barstream*, over beautifully crafted bars supplied by Rustic Drift, and also inside of the restaurant. The family-oriented fundraiser saw plenty of dogs on leashes and kids with painted faces roasting marshmallows at fire pits. The angel who held off the rain is Mallory McBrien, the young mother, wife, and beloved community member who lost her battle with Cancer in 2017. Funds from the event, which is held in her loving memory, are donated to her children's investment account, but also to many other current community members in need.

"The local support was truly amazing. I had so many great conversations with people that I haven't had the chance to chat with since the Winter kept us all inside the last couple of months", said Jetty CEO Jeremy DeFilippis. As the numbers are tallied, DeFilippis said that the event should raise north of \$35,000 for sure. Jetty, the Manahawkin-based apparel company, and their 501(C)3 nonprofit, the Jetty Rock Foundation, are two of the handful of core organizers of the event. Reynolds Landscaping pitches in by grading the lot, moving heavy equipment, and beautifying the space with flowers. Mud City Crab House and the neighboring Old Causeway Steak & Oyster House provide a majority of the volunteers to seat and serve, and of course, their world famous crab cakes. This year, over 50 additional volunteers signed up to lend a hand in completing tasks from setting up tables to slinging hot cocoa. Hannah Sprague stepped up to assist Jacklyn Boffice with the management of the volunteers.

Under the big tent, another round of support came from local businesses and creatives. The silent auction's reclaimed bench created by Michael Stewart stole the show. Bands belted out tunes for 8 hours, all whom contributed their time and talents. Christopher Huch, local business owner and environmentalist, volunteered to emcee the event. "It's really amazing how everyone contributes to the event", said Jetty CMO Cory Higgins. Local farmers shucked clams and oysters all day and used the event as a platform to promote Jetty's The Oyster Farmers film as well as their Oyster Recycling Program. Local sound engineer MK Productions contributed equipment and staff for the entire day as well. "Everybody just kind of gets it, and they come out with a pocket full of cash to contribute to those who need to be picked up by their community", said DeFilippis. Just take a look at the video by Darn Swell Media and the photos by Ann Coen Photography, the faces show the emotion of the day, and how much they enjoy contributing to the greater good, something which lies at the heart of many of the area's local businesses.

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.

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

