



FOR IMMEDIATE RELEASE

5th Annual Shellabration - An epic celebration of the local oyster!

Brant Beach, NJ (October 7, 2023) Oyster lovers braved early morning sprinkles which gave way to gusty fall winds to enjoy the 5th Annual Shellabration hosted by the Jetty Rock Foundation and Long Beach Township in the Brant Beach section of Long Beach Island. The event, ever growing, attracted families interested in learning more about the wonderful bivalve as well as sample oysters from 8 different local NJ farms. Attendees enjoyed oysters from Barnegat Oyster Collective farms; Jersey Devil Oysters, Love Oysters, Schramm's Shellfish, Laughing Gull Oysters, Forty North Oysters, Swan Point Oysters, and Ebb and Flow Seafood. Also in attendance were Ludlum Bay Oysters.

Aside from eating oysters, those in attendance were able to learn from nonprofits and local organizations working to improve shell fish populations for consumption and restoration purposes. In attendance were ReClam the Bay, The Long Beach Township Field Station, The Aquaculture Innovation Center of Rutgers University, Stockton University Marine Field Station, and the Garden Club of LBI. "The educational component of the event is one key to the mission of Jetty Rock. We encourage all attendees to interact not only with the nonprofit partners but also every farmer to learn and better understand the amazing abilities of oysters" said Jetty Rock Foundation Environmental Director, Kyle Gronostajski.

Live music and some great beverages rounded out the festivities prior to the main attraction which is the shucking contest. The shucking contest was the biggest yet with 8 competitors ranging from farmers to seasoned restaurant shuckers. Contestants had 1 minute to shuck as many oysters as they could. After 1 minute 3 competitors had properly opened 14 oysters. To name a winner a 6 oyster shuck off occurred between Christian Capone of Parkers Garage, Matt Gregg (last year's champ) and Scott Lennox of Barnegat Oyster Collective. In the end Scott Lennox won, taking the trophy home and keeping the winning streak going for the Barnegat Oyster Collective.

When all was said and done, seven thousand oysters had been consumed for a great cause with all the shell being recycled by Long Beach Township for future restoration projects. 7 overflowing bushels will be added to the 2023 total collected from participating restaurants in the LBI region. In excess of \$26,000 was raised at Shellabration to support the Long Beach Township Shell Recycling Program and related oyster initiatives.

###

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.

