



Jeep Beach Inc. is recognized as the premier Jeep exclusive event world wide. Jeep Beach made the decision to postpone and then ultimately cancel its 17th annual event April 20-26, 2020 due to the COVID-19 pandemic. Despite the cancellation of Jeep Beach's major fundraising week long event, the **2020 Jeep Gladiator Giveaway raised \$115,000** which will be donated to other 501(c)(3) organizations this year! **Jeep Beach Inc. worked diligently throughout the pandemic and made donations totaling over \$220,000 in 2020.**

The **18th annual Jeep Beach 2021 week is in full swing, April 19 - 25, 2021.** This year's platform is The Jeep Beach "Family" Reunion, designed to show the resilient character of Jeep enthusiasts coming together safely to re-connect and give back to our communities. **Exciting news for 2021 is the announcement of this year's give away Jeep, the 2021 Jeep Wrangler Rubicon 392, the first ever performance powered Jeep!**

The mission of Jeep Beach is to raise funds for local and national charities, with over \$2 million donated to date.

Key points from Jeep Beach 2019:

- 200,000 people and 20,000 Jeeps were in Daytona Beach, FL for Jeep Beach Week 2019
- 6.5 acres of DIS vendor space is SOLD OUT for 2020 & 2021 vendor space is undergoing surveying to expand
- Over 10,000 Jeeps (with an average of 3 persons per Jeep) enter DIS on Friday and Saturday of Jeep Beach Week
- 50,000 people attended the Main Events at DIS on Friday and Saturday
- Over 10,000 spectators ride DIS trams into the infield on Friday and Saturday of Jeep Beach Week
- The City of Daytona Beach issued a Proclamation designating the last week of April annually as Jeep Beach Week
- Hotels are booking accommodations through 2024 based on the last week of April as Jeep Beach Week
- Media outlets world wide document & provide international coverage of Jeep Beach week
- Jeep Beach's timing is strategically the last week of April in order to maximize attendance from vendors and participants and not encroach on other Jeep events
- Jeep Beach is continuing to secure official corporate sponsorships for Jeep Beach Week - Daytona Dodge Chrysler Jeep Ram Fiat, Jeep Corporate, General Tire, 4 Wheel Parts, Halifax Health, The Hard Rock Hotel, Spiderweb Shades, CMM and others
- Jeep Beach is creating future growth and sustainability by reaching a vast demographic - children through grandparents