

2018 JEEP BEACH JAM PRESS RELEASE 1-3-18



FOR IMMEDIATE RELEASE: Jeep Beach Jam (JBJ) will be making history in Bay County, FL. JBJ is gearing up for its 3rd Annual Jeep Beach Jam, set for [May 15-20, 2018](#). We are estimating more than 2,000 jeeps from over 14 States will invade Panama City Beach that week, exploring our natural resources and local businesses! We will have our Vendor Village at Frank Brown Park and many off-site events and activities as well, including several new additions.

But by far the most exciting news about this years Jeep Beach Jam is for the first time ever, our Grand Finale Jeeps-Only parade will take place on a portion of the “World’s Most Beautiful Beaches”! The route begins at Sharkey’s Beach Club with a 1.2 mile beach crawl west towards the City Pier and continues north on Pier Park Drive. Following the parade, there will be a huge block party in central Pier Park for Jeepers and spectators to enjoy!

Parade coordinators will be working closely with our local law enforcement and city officials to ensure the safety of our Jeepers and spectators, as well as protecting our pristine beaches.

Jeep Beach Jam provides a huge economic impact to Panama City Beach businesses and Bay County charities and this year is expected to be even bigger and better. All event information can be found on our website: www.JeepBeachJam.com. To schedule interviews or get more information, you can contact Mark Hess at 850-258-2633 or email Mark@jbj.com or Andrea@jbj.com.