

Cornell Cooperative Extension Suffolk County

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Media Advisory

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Virtual Shellabration in Support of CCE Marine Kicks Off This Weekend!

When the first weekend of December rolls around it traditionally means it's time to Shellabrate! For 8 straight years Greenport Village has been host to a sold-out annual crowd of 1,500 people gathering to enjoy the best local shellfish, seafood, beer, and wine the region has to offer, all while raising funds for and awareness of CCE's SPAT Program and Back to the Bays Initiative.

While it is not feasible to hold this beloved event in a traditional sense, CCE Marine Program will still be keeping the Shellabration spirit alive through the presentation of a virtual event, kicking off Saturday, December 5th, and running through the end of the month.

Virtual Shellabration will feature a video production of many informative and entertaining segments that will be accessible by all who purchase General Access Tickets for \$25. Higher level ticket and donation packages are also available. Segments featured in the production include shellfish and seafood cooking demonstrations from Chef Jason Casey of First and South; Chef Jennie Werts from Ellen's on Front; and Chef Noah Schwartz from Noah's. Shellabrants will also learn how to mix the perfect cocktail to accompany oysters, receive shucking tutorials, and be given access to some great deals to purchase oysters from numerous local growers to enjoy while watching the virtual presentation. Along the way, CCE Marine experts and educators will provide informative presentations about what the event supports and how proceeds from this important annual fundraiser directly support efforts to enhance and restore our local waters.

"It's been a tough year for many local businesses and non-profits like CCE Marine. We saw an opportunity to pivot and engage our longtime Shellabration supporters in an alternative event this year in hopes the community will still come together to support SPAT and Back to the Bays, as well as the local small businesses and restaurants in Greenport, and of course our local oyster growing industry who also took a hit this year," notes Kimberly Barbour, CCE Marine Program Outreach Manager, and Virtual Shellabration Event Director. "It certainly won't be the same experience, but this is such an important fundraiser for us, and a good opportunity to help showcase some great local businesses, all while having some fun from the safety of your own home."

Virtual Shellabration participants will also be able to take part in Shella-Bingo for a chance to win gift certificates from Greenport businesses including Stirling Sake; oysters and Shucking Kits from Yennicott Oysters, Cornell Oysters, and Founders Farm; behind the scenes tours and shellfish restoration adventures with the CCE Marine Team, and more!

Tickets will remain on sale through the end of the year as will the Shella-Bingo activity. More info and tickets at www.virtualshellabration.org and be sure to follow @ccemarineprogram #virtualshellabration #shellabingo on Instagram, and check out the Virtual Shellabration event listing on Facebook. Inquiries regarding this event may be directed to Kimberly Barbour, CCE Marine Program Outreach Manager, at kp237@cornell.edu or (631) 461-5294.