

Another successful year for Jeepin' the Coast rolls out in Long Beach

By Toni Miles

The rumble of engines, rubber ducks, and the spirit of adventure filled the streets of downtown Long Beach as thousands



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The non-profit Costumes for a Cause raffled a Jeep to raise funds for the charity, which helps people in the local community who are fighting cancer.

of Jeep enthusiasts from across the nation gathered for this year's Jeepin' the Coast (JTC) event, which took place May 27-31 this year.

According to JTC, the official number of Jeeps registered this year rings in at 2,294, but the actual number of Jeeps and Jeepers that rolled into the Friendly City for this year's event was much higher.

JTC is the one time of year that vehicles are allowed to drive down the sandy shores of the beach in Long Beach, and registered Jeepers took full advantage of that two-day window on Friday, May 29, and Saturday, May 30.

"We did Jeepin' the Beach [the Beach Crawl]. We had to expand a place to put the Jeeps on the beach. It's been a big success," says Long Beach Mayor Tim Pierce.

Fortunately, the weather held out, making for sunny skies and a picture-perfect backdrop for all the JTC events, the parade and live concerts that took place.

Long Beach still serves as the hub for the majority of JTC events, with downtown Long Beach serving as the heart of most of JTC activities, with an area of Jeff Davis Avenue reserved for "Jeep Central" and "Vendor Village," drawing visitors from every state to celebrate a shared passion for



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Costumes for a Cause non-profit was on hand again at this year's Jeepin' the Coast.

Jeep culture and coastal hospitality.

What began several years ago as a small gathering has evolved into a five-day festival featuring not only a rare Beach Crawl for Jeeps, but also a Mardi Gras-style Jeepin' parade, a fireworks show, free concerts, competitions, community fellowship and more.

Throughout the week, participants enjoyed activities, including the Show 'N' Shine competition showcasing uniquely customized Jeeps, and one lucky person won the raffle for a Jeep, the winning prize



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The JTC Beach Crawl was held two days during this year's event. JTC is the only time of year vehicles are allowed to roll down the sandy shores of Long Beach.

offered by the local non-profit Costumes 4 A Cause (C4AC), which raises funds yearly at JTC and also year-round to help with the costs of care for those battling cancer in the local community.

"All of our proceeds go to local families fighting cancer," said Tracie Normand, a representative on-site at JTC for the C4AC fundraiser. "They have to be a resident of the bottom six counties [of Mississippi]. We provide direct assistance to them. There's a website you can go to online to fill out an application. There, of course, will be needed documentation from a doctor that it is a legitimate case.

"Every year for JTC, we purchase a Jeep, and we sell raffle tickets," Normand continued. Fundraising efforts continue year-

round, though. For more information, visit www.C4ACnonprofit.com.

As for the wrap of this year's JTC event, as the final Jeeps departed and the sounds of celebration faded, one thing remained clear: Jeepin' the Coast has become much more than an event. It has grown into a tradition that brings together people from all walks of life while shining a national spotlight on Long Beach and the Mississippi Gulf Coast.

For residents and visitors alike, Jeepin' the Coast 2026 proved once again that the Mississippi Gulf Coast knows how to welcome guests with open arms, Southern hos-



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A map tracked where the thousands of Jeepers came from to gather in Long Beach for this year's Jeepin' the Coast event.

pitality and a spirit of adventure.

With another successful year in the books, Jeep enthusiasts are already looking ahead to next year's gathering, ready to answer the familiar call: "Ready, set, let's roll!"

Jeepin' the Coast 2027 is scheduled to take place June 2-6 of next year.



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