

Beachday Connects Beach Reviews and Community Activity to Real-World Rewards at Lemon Bar in JAX beach

Beachday turns beach reviews, photos, and community activity into Shells that unlock real-world rewards, starting at Jacksonville's iconic Lemon Bar.

JACKSONVILLE BEACH, FL, UNITED STATES, August 25, 2026 /EINPresswire.com/ -- [Beachday™](#), the social platform built around beach discovery, reviews, photos and community, has officially taken one of its biggest steps yet: turning activity inside the app into rewards people can actually use in real life.

The company has launched its first real-world rewards partnership with [Lemon Bar](#), one of the Jacksonville Beaches' best-known oceanfront destinations and the first business to bring Beachday's digital rewards ecosystem into a real-world setting.



Beachday founder Casey Robson with Kate Mangan, General Manager of Food & Beverage at Lemon Bar, and a Lemon Bar team member at Lemon Bar in Neptune Beach, Florida, celebrating the launch of Beachday's first real-world rewards partnership.

Beachday users, known as “Beachers,” earn in-app Shells by contributing to the beach community. That can include sharing beach reviews, posting photos, documenting conditions and helping other users understand what a beach is actually like before they arrive.

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Casey Robson

Now those Shells have a purpose beyond the screen.

Through Beachday Treats, users can redeem their Shells for participating offers at beachside businesses. The first live reward is available at Lemon Bar, where eligible Beachday users can unlock 10% off a purchase of \$20 or

more directly through the app.

For 22-year-old Beachday co-founder Casey Robson, the launch marks a major step in turning the platform from a digital beach community into a real-world rewards network.

“Beachday started with a really simple idea: beachgoers helping other beachgoers have better beach days,” said Robson. “Now somebody can post a beach review, share what the water or crowd is like, earn Shells for contributing, and eventually use those Shells at a place they already love going to. That connection between the app, the beach and local businesses is what we’ve been building toward.”

Lemon Bar sits steps from the Atlantic Ocean in Neptune Beach and has become a familiar gathering place for locals and visitors throughout the Jacksonville Beaches community.

By becoming Beachday’s first real-world rewards partner, Lemon Bar is helping pioneer a new way for local hospitality businesses to connect with digital communities. Instead of relying only on traditional advertising or loyalty programs, the partnership rewards people for participating in beach culture itself, from sharing reviews to documenting their beach experiences. That willingness to experiment with a new form of community-driven loyalty made Lemon Bar a natural first partner.

For Lemon Bar, the partnership also reflects a willingness to embrace new technology while staying rooted in the local beach culture that has made the venue a recognizable part of the community.

To celebrate the launch, Beachday brought the rollout into the real world on August 22 with an activation at Lemon Bar. Local creators and members of the Jacksonville beach community joined the team, participated in a raffle and experienced the new rewards system firsthand.

Users could open the [Beachday app](#), select the Lemon Bar offer and redeem their Shells at the point of purchase, bringing the rewards concept from a digital feature into a physical experience.

The partnership positions Lemon Bar as the first business in Beachday’s broader vision for a network of beach destinations, restaurants, bars, hotels and local businesses connected through one beach-focused community.

“Every network needs somebody willing to go first,” Robson said. “For Beachday, that was Lemon Bar. They saw the potential in connecting technology, beach culture and local hospitality in a completely new way. They weren’t just willing to offer a discount. They were willing to help us prove that a digital beach community can create real-world value for both users and businesses.”

Beachday's longer-term vision is to build a rewards network that travels with the user. A Beacher could contribute at one beach, earn Shells through their activity and later redeem those Shells with participating businesses in another beach destination.

Reviews and photos can become contributions with real-world value while helping forward-thinking beachside businesses connect with people already planning, visiting and spending time around the coast.

Beachday plans to expand its real-world rewards network beyond Jacksonville while continuing to grow its presence in beach communities around the world.

The goal is simple: make the things people already do during their beach life, including discovering beaches, reviewing them, sharing photos and helping the community, more valuable.

A beach review can help someone choose where to spend their day. A photo can show someone what the beach actually looks like. And now, those contributions can lead to something tangible in the real world.

Starting with Lemon Bar.

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