



# NEWS

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**RON JON SURF SHOP HOSTS INTERNATIONAL  
SURFING DAY EVENTS IN COCOA BEACH**  
*Beach activities scheduled for June 20<sup>th</sup>*

**COCOA BEACH, Fla. – June 2, 2009** – To celebrate International Surfing Day on Saturday, June 20, Ron Jon Surf Shop will offer beachgoers a variety of activities in Cocoa Beach from 11 a.m. to 2 p.m.

At the Ron Jon store, surfbrand Volcom will host an outdoor tent where Volcom pro surfers will be doing live t-shirt silk screening. The first 150 people to visit the Volcom tent will receive one of these handmade t-shirts for free. Posters, stickers and other giveaways will also be available.

On the beach at Shepard Park (behind Ron Jon), Boardworks Surfboards and Zap Skimboards will have a variety of surfboards and skimboards available for free trial use. This is the perfect time to test-ride different boards and find the one that's right for you. The Ron Jon Surf School will also offer free surfing lessons to beachgoers that day (limited to 12 participants), and surfers and spectators alike are sure to have a great time. All events are free and first come, first served. These beach activities will also run from 11 a.m. to 2 p.m.

Ron Jon Surf Shop is celebrating its 50<sup>th</sup> Anniversary throughout 2009. Ron Jon Surf Shop was founded in 1959 by surfing enthusiast Ron DiMenna. Two years later, he opened a tiny oceanside shop in Long Beach Island, N.J. The lifestyle-apparel and board-sports-equipment retailer has since opened stores in Cocoa Beach, Ft. Lauderdale, Orlando, Ft. Myers, Key West, Panama City Beach, Fla., as well as in Myrtle Beach, S.C. The flagship store in Cocoa Beach is the world's largest surf shop. It operates 24 hours a day, 365 days a year.

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