



NEWS

FOR IMMEDIATE RELEASE:

RON JON SURF SHOP TO HOST 46th ANNUAL EASTER SURF FESTIVAL

Festival features three days of events, including professional and amateur surf competitions, autograph signings, music, entertainment and much more

COCOA BEACH, Fla. – February 1, 2010 – More than 400 professional and amateur male and female athletes of all ages are scheduled to compete in different events at the Ron Jon Surf Shop 46th Annual Easter Surf Festival, scheduled from Friday April 2nd to Sunday April 4th in Cocoa Beach. Competing surfers will travel from around the globe to participate in the annual contest, which is recognized as one of the largest, oldest and most diverse surfing events on the east coast of the United States.

Surfers will vie for championship titles and cash prizes during three days of events taking place from April 2nd through 4th at Shepard Park and the Cocoa Beach Pier. Featured surfing events at the festival include the \$5,000 Ron Jon Surf Shop Men's Longboard Pro, the \$3,000 Steven G. Casanova Men's Shortboard Pro/Am and the Banana Boat Sun Care Stand Up Paddleboard Surfing event.

The competition field has expanded, with event organizers adding amateur surfing divisions, a Kiteboard and Skim Clinic and the Surf-Grip East Coast Bodysurfing Championship. Surf fans and families look forward to this event year after year as it has become a staple of east coast surf culture.

In addition to marking the beginning of the beach season for locals, the annual Ron Jon Surf Shop Easter Surf Festival provides endless entertainment for the thousands of visitors who attend each year. Free activities offered to the public include a "surf off" for newcomers who sign up for the Ron Jon Surf School clinic, autograph signings with top surfers on the beach and at Ron Jon Surf Shop, as well as interactive displays and free giveaways from sponsors. Parking and on-site concessions are also available to spectators.

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For a complete schedule of Ron Jon Surf Shop 46th Annual Easter Surf Fest events, visit www.EasterSurfFest.com.

ABOUT THE EASTER SURF FESTIVAL

Entering its 46th consecutive year, the driving force behind the Ron Jon Surf Shop Easter Surf Festival continues to be culture, tradition and history. Over the years, the festival has continually brought world-class surfers and the community together for a weekend of top-notch surf competitions and youth-focused events along world-famous Cocoa Beach. This year, the Ron Jon Surf Shop 46th Annual Easter Surf Festival will take place from April 2nd through April 4th at Shepard Park and at the Cocoa Beach Pier.

ABOUT RON JON SURF SHOP

Ron Jon Surf Shop was founded in 1961 when surfing enthusiast Ron DiMenna began selling surfboards at his 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 and Panama City Beach, Fla., as well as in Orange, Calif. and 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.

The company has established several licensing agreements and extensions of the Ron Jon brand, resulting in Ron Jon Surf Shop store locations in Orlando, Tampa and Miami (Fla.) International airports, Newark International Airport, Cozumel, Mexico and three stores in Canada, as well as the surf-themed Ron Jon Cape Caribe Resort in Cape Canaveral, Fla. and the Ron Jon Surf School by Craig Carroll in Cocoa Beach. For more information about Ron Jon Surf Shop and the Ron Jon brand, visit www.ronjons.com.

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