



NEWS

MEDIA ALERT

Ron Jon Surf Shop Hosts C.J. Hobgood for Autograph Signing

Event designed to promote To Write Love On Her Arms

WHAT: World champion surfer C.J. Hobgood will make an appearance at Ron Jon Surf Shop to sign autographs and meet with fans to help promote To Write Love On Her Arms (TWLOHA), a not-for-profit organization designed to help people struggling with depression.

Hobgood, a resident of Melbourne, won the world championship in 2001. He and his brother, Damien, have been two of the world's leading surfers since their introduction to the sport in 1999-2000.

TWLOHA apparel is featured at Ron Jon Surf Shop and proceeds help fund the organization and its movement.

WHEN: Friday, February 11, 2011 from 4:00 p.m. – 6:00 p.m.

WHERE: Ron Jon Surf Shop
4151 N. Atlantic Ave
Cocoa Beach, FL 32931

ABOUT TWLOHA: To Write Love on Her Arms is a non-profit movement dedicated to presenting hope and finding help for people struggling with depression, addiction, self-injury and suicide. TWLOHA exists to encourage, inform, inspire and also to invest directly into treatment and recovery.

ABOUT RON JON: 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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