



NEWS

MEDIA ALERT

RON JON SURF SHOP TO HOST HALLOWEEN CELEBRATION

*Costume contest, face painting, balloon creations and
free candy for trick or treaters*

WHEN: Sunday, October 31 from 1 p.m. - 3 p.m.

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

WHAT: Ron Jon Surf Shop is celebrating Halloween with fun activities for kids 12 & under. There will be a face painter and balloon artist on hand making custom creations, and kids are encouraged to take a walk through the store and visit the trick or treat candy stations. No costume is necessary to participate in the events, but there will be a costume contest at 2:30 p.m. for the categories: scariest, funniest and cutest/coolest. The winner of each category will take home a \$25 Ron Jon gift certificate.

VISUALS: PJ the clown making balloon creations and a face painter on site. Kid's costume contest.

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.

For more information, contact:

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