



# NEWS

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## URGENT MODEL CASTING CALL

FOR IMMEDIATE RELEASE

### **RON JON SURF SHOP SEEKS LOCAL MODELS FOR UPCOMING PHOTO SHOOTS**

**COCOA BEACH, Fla. -- October 13, 2009** -- The world famous Ron Jon Surf Shop is seeking local talent to participate in their upcoming photo shoots in the Cocoa Beach area.

The surf shop invites models of all ages, both agency and non-agency, to submit their photos to be considered for a team of local talent for Ron Jon's in-store signage, advertising and website photo shoots. The Ron Jon marketing team will review all entries and select models to be contacted for in-person follow ups. Chosen finalists will be eligible to participate in live photo shoots, the first of which will take place November 4 -6, and may be called upon for various photo sessions throughout the coming year.

Modeling hopefuls are encouraged to submit their photos and details (including current address, age, height, weight and standard clothing sizes) to [adv@rjss.com](mailto:adv@rjss.com) by Friday, October 23. Participants should be active and fit, and comfortable sporting beach wear. Underage models must have parent/guardian permission to participate.

**WHO:** Local Models (Brevard County / Central Florida)  
- Children (ages 5-10)  
- Teens (15 year age range)  
- Young Adults (early 20's beach type)  
- Parents (mid 30s-early 40s)

**WHAT:** Ron Jon Surf Shop Seeks Local Models  
Model Casting

**WHEN:** Deadline for portfolio submissions is **FRIDAY, OCTOBER 23, 2009**



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**HOW:** Submissions should be sent to [adv@rjss.com](mailto:adv@rjss.com)  
(including current address, age, height, weight and standard clothing sizes)

For more information contact Ron Jon Surf Shop at (321) 799-8888 or visit [www.ronjons.com](http://www.ronjons.com).

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## **About Ron Jon Surf Shop**

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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## **For more information, contact:**

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