



## CALENDAR LISTING

### RON JON SURF SHOP COCOA BEACH TO HOST ROXY MODEL SEARCH, FASHION SHOW

#### WHAT:

Hopeful contestants will be encouraged to “follow their hearts” for a chance to become the first spokesmodel for Roxy.com. Three finalists from the July 11 casting session will walk the runway with professional models in a July 12 fashion show, where a regional winner will receive tons of Roxy prizes, a private consultation with Ford Models and be selected to enter Roxy’s national model search.

#### WHEN:

July 11-12, Friday – 10 -2 PM Casting  
Saturday 11-2 Fashion Show

#### WHERE:

Ron Jon Surf Shop, Cocoa Beach  
4151 N. Atlantic Ave.  
Cocoa Beach, Fla. 32931

#### DETAILS:

July 11 –

A casting session will be conducted by a panel of judges including representatives from Roxy, Schick, *Teen Vogue*, and Ford Models. Contestants will be asked a series of questions about fashion, Roxy and how they “follow their heart.” Judges will select five finalists to participate in the next day’s fashion show.

July 12 –

Three finalists will receive a makeover by professional artists (provided by *Teen Vogue*) and walk in a runway show with other professional models. A finalist will be selected from the show to win a session with a Ford modeling representative to advise them on the next step in "following their heart." The regional finalist will also be entered in the overall Roxy Model Search competition, the winner of which will then become the first spokesmodel of Roxy.com.

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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