



NEWS

FOR IMMEDIATE RELEASE:

CALENDAR LISTING

- WHAT:** Santa to visit Ron Jon Surf Shop in New Jersey
Visit coincides with Ship Bottom's Holiday Celebration
- WHEN:** Saturday, December 5th from 7:45-8:15 p.m.
- WHERE:** Ron Jon Surf Shop
201 9th and Central, Ship Bottom, N.J. 08008
- DETAILS:** Santa will spread holiday cheer to Ron Jon Surf Shop as part of Ship Bottom, New Jersey's Holiday Celebration. The annual holiday parade and tree lighting at Borough Hall as well as carolers, an ornament contest and scavenger hunt are some of the events to be held that day.
- Inside Ron Jon Surf Shop, enjoy live steel drum holiday music by Joe Divita (4:00-8:00 p.m.), then bring the kids to meet Santa (7:45-8:15 p.m.). There will also be a special, "one day only" holiday sale. This event is free and open to the public.
- MORE INFO:** Ron Jon Surf Shop is celebrating its 50th 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.

For more information, contact:

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