



NEWS

FOR IMMEDIATE RELEASE

RON JON SURF SHOP TO DONATE 10 PERCENT OF OCTOBER 17 SALES TO UNITED WAY

COCOA BEACH, Fla. – September 14, 2009 – For the sixth consecutive year Ron Jon Surf Shop, Cocoa Beach will donate 10 percent of its Saturday, October 17 sales to the United Way of Brevard County.

“We look forward to raising funds to assist the United Way’s commendable efforts in Brevard County,” said Debbie Harvey, Ron Jon Surf Shop president. “The United Way is committed to bettering our community, and we are proud to support them again this year.”

Since first participating in the United Way of Brevard County’s “Make a Difference Day” in 1998, Ron Jon Surf Shop has raised more than \$477,900 from employee contributions and sales days to benefit the charity. When compared to other like-sized businesses, participation and per capita donations from Ron Jon employees rank as some of the highest in Brevard County. This year, the surf shop anticipates more than 77 percent of its staff will support its annual United Way campaign.

“The team at Ron Jon Surf Shop really sets the example,” said Robert Rains, the United Way of Brevard County president. “We truly appreciate their tremendous support, and their willingness to continue

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this great tradition. Their annual sales day is a great way for folks to purchase their favorite Ron Jon gear and help us continue to change lives for the better here in Brevard in the process.”

Ron Jon Surf Shop is located at 4151 N. Atlantic Ave., Cocoa Beach, Fla., 32931. For more information contact (321) 799-8888.

About Ron Jon Surf Shop

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.

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