



MEDIA ALERT

RON JON SURF SHOP AND UNITED WAY TEAM UP FOR FOURTH ANNUAL "BEACH CLEAN-UP"

WHAT: Employees from Ron Jon Surf Shop and the United Way are inviting local residents to join them for the fourth annual Beach Clean-up to be held at Dan Russell Municipal Pier.

Those participating will clean the beach from the city pier heading east to end near Barefoot Beach Club. Participants should meet at 4:00 p.m. under the Ron Jon tent on the beach across the street from Pier Park. Clean up supplies will be provided on-site.

Those assisting in the clean-up will be eligible to participate in a drawing for a free surfboard provided by Ron Jon Surf Shop.

WHO: Employees of Ron Jon Surf Shop, the United Way and area residents

WHEN: Sunday, May 15 at 4:00 p.m. (rain date of June 5th)

WHERE: Dan Russell Municipal Pier (across from Ron Jon Surf Shop in Pier Park)

16101 Front Beach Road, Panama City Beach, FL 32413

MORE INFO: The company 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, Panama City Beach, Key West, Fla. as well as 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:

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