



# NEWS

---

## **Ron Jon Surf Shop Cocoa Beach to Welcome 50 Millionth Guest**

**COCOA BEACH, Fla. -- (August 8, 2011) --** From humble beginnings more than 50 years ago in a surf shack in Long Beach Island, N.J., Ron Jon Surf Shop is now preparing to welcome its 50 millionth guest at its landmark Cocoa Beach location.

Through the years, Ron Jon Surf Shop's Cocoa Beach location, with its colorful neon decor, has become one of the "Must See" destinations for vacationers to Central Florida.

In fact, countless visitors from around the world have returned home from a vacation to Florida with a Ron Jon Surf Shop t-shirt in tow. Whether seeing its myriad billboards throughout the state, bumper stickers in all manner of places or the surf shop's iconic logo on one of the millions of t-shirts its loyal customers have purchased, there's no denying that Ron Jon's brand has become synonymous with not only surfing, but Florida sunshine as well.

The company has grown exponentially since its start in 1959 and now includes locations throughout Florida, Myrtle Beach, S.C. and licensed locations in airports and the Caribbean as well as a restaurant, resort and online store. The original location in New Jersey is now a four-story surf emporium and home to one of the largest surfboards in the world.

The Cocoa Beach location, which has been dubbed "the world's largest surf shop," sprawls over 52,000 square feet and operates 24-hours a day, seven days a week. Overflowing with almost every kind of surf-related product one could imagine, visitors will find a seemingly infinite number of surf-related items on Ron Jon Surf Shop's shelves at given point in time.



# NEWS

---

According to Ron Jon Surf Shop president and COO Debbie Harvey, it's amazing that the Cocoa Beach location will soon see its 50 millionth guest.

"All of us at Ron Jon Surf Shop are very proud and honored that our Cocoa Beach location is about to hit the 50 million guest plateau," said Harvey. "While we have expanded as a company, it is our existing and very loyal customer base that has brought us to this milestone."

Based on estimating models, officials at Ron Jon Surf Shop have determined that the 50 millionth guest will visit the store during the morning of Friday, August 12. The 50 millionth guest will be awarded an in-store shopping spree, a trip to the Ron Jon Surf Shop location of their choosing and will have their likeness on one of Ron Jon's famous billboards recognizing them as the store's 50 millionth guest.

## **About Ron Jon Surf Shop**

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 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, visit [www.ronjons.com](http://www.ronjons.com).

## **Media seeking information please contact:**

Ryan Julison, Ron Jon Surf Shop, (321) 377-6877

Heather Lewis, Ron Jon Surf Shop, (321) 799-8880