



# NEWS

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## **RON JON SURF SHOP HOSTS DJ AND LIVE SHOE PAINTING IN COCOA BEACH**

*Store activities set for March 27<sup>th</sup>*

**COCOA BEACH, Fla. – March 12, 2010** – To celebrate spring break, Ron Jon is hosting a series of fun and interactive events at the Cocoa Beach store from 12 p.m. to 4 p.m. on Saturday, March 27<sup>th</sup>. Festivities include live music, artwork and free give-aways.

Skullcandy, maker of the hottest headphones on the market, is bringing Miami's DJ Miner in-store to spin the latest music live on the turntables while demonstrating Skullcandy's superior sound quality. DJ Miner is a regular on the Miami club circuit, so it is a special treat to have him in Cocoa Beach. Fans can also experience Skullcandy's sound quality at an in-store listening station.

Local artists Christopher "Slow" Maslow and Peter "Enve" Agardy will also be on-hand to paint custom artwork for free on any new pair of TOMS shoes purchased at Ron Jon on Saturday. TOMS shoes is known worldwide for their One for One mission: For every pair sold, they will give a pair to a child in need. The philanthropic company has partnered with Ron Jon for past events, that have always proven popular among fans. More info about these artists can be found at [ChristopherMaslow.com](http://ChristopherMaslow.com) and [EnveArts.com](http://EnveArts.com).

If live music and art aren't enough to get you energized, ...Lost Energy Drinks are also going to be at the store giving away 16-ounce cans for free starting at noon.

Ron Jon Surf Shop is celebrating its 50<sup>th</sup> Anniversary. 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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