



FOR IMMEDIATE RELEASE:

CALENDAR LISTING

WHAT: UCF SURF TEAM, RON JON PARTNER FOR SHEPARD PARK BEACH CLEANUP

Public invited to assist in cleanup efforts

WHEN: Saturday, December 6 at 9 a.m.

WHERE: Shepard Park (behind Ron Jon Surf Shop)
4151 N. Atlantic Ave., Cocoa Beach, Fla. 32931

DETAILS: UCF Surf Team members and Ron Jon Surf Shop employees team up to clean the beach from St. Lucie Lane to Shepard Park. Surf fans and the general public are invited to assist in the cleanup efforts. Cleanup supplies will be provided on site.

MORE INFO: 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 Orange, Calif. and 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:

Heather Lewis, Ron Jon Surf Shop, (321) 799-8880, heatherl@rjss.com

Michele Pinnau, Chisano Marketing Group, (407) 788-7070, mpinnau@chisano.com