



**FOR IMMEDIATE RELEASE:**

## **CALENDAR LISTING**

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

*Public invited to assist in cleanup efforts*

**WHEN:** Sat., March 15 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 onsite.

**MORE INFO:** Ron Jon Surf Shop was founded in 1961 when surfing enthusiast Ron DiMenna began selling surfboards at his 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 and 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.

The company has established several licensing agreements and extensions of the Ron Jon brand, resulting in Ron Jon Surf Shop store locations in Orlando, Tampa and Miami (Fla.) International airports, Newark International Airport, Cozumel, Mexico and three stores in Canada, as well as the surf-themed Ron Jon Cape Caribe Resort in Cape Canaveral, Fla., Ron Jon bottled water and the Ron Jon Surf School by Craig Carroll in Cocoa Beach. For more information about Ron Jon Surf Shop and the Ron Jon brand, visit [www.ronjons.com](http://www.ronjons.com).

**For more information, contact:**

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

Jennifer Kron, Gilbert Manjura Marketing, (407) 261-0121, [jkron@gilbertmanjura.com](mailto:jkron@gilbertmanjura.com)

