



MEDIA ALERT

MOTOCROSS LEGEND CAREY HART, OTHER FOX TEAM RIDERS SIGN AUTOGRAPHS FOR SPACE COAST SURF, ACTION SPORTS FANS

- WHEN:** Sat., March 8 at 2 p.m.
- WHERE:** Ron Jon Surf Shop
4151 N. Atlantic Ave., Cocoa Beach, Fla. 32931
- WHAT:** For the third straight year, Fox Racing athletes, including motocross superstar Carey Hart, make a stop in Cocoa Beach to meet and sign autographs for area action sports fans. Other athletes joining Hart include surfers Eric Geiselman and Devon Tresher and wakeboarders Dallas Friday and Shaun Murray.
- VISUALS:** Space coast action sports fans meeting and getting autographs from their favorite motocross, surf and wakeboarding athletes
- 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.

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