



## MEDIA ALERT

### TIMMY CURRAN, ROB MACHADO, KALANI ROBB, OTHER HURLEY SURF TEAM RIDERS, SIGN AUTOGRAPHS FOR SURF FANS IN COCOA BEACH

**WHEN:** Wed., July 9 at 5 p.m.

**WHERE:** Ron Jon Surf Shop  
4151 N. Atlantic Ave., Cocoa Beach, Fla. 32931

**WHAT:** In town for Hurley's *Rip My Shred Stick* event, Timmy Curran, Rob Machado, Kalani Robb and other surf team members from Hurley will make a stop in Cocoa Beach to meet and sign autographs for area surf fans.

**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 or to register for Hurley's *Rip My Shred Stick* event, visit [www.hurley.com/rmss](http://www.hurley.com/rmss). The event is open to kids 16 year and under.

**For more information, contact:**

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