



**FOR IMMEDIATE RELEASE**

**RON JON SURF SHOP TO DONATE 10 PERCENT OF OCTOBER 18  
SALES TO UNITED WAY**

**COCOA BEACH, Fla. – September 29, 2008** – For the fifth consecutive year Ron Jon Surf Shop, Cocoa Beach will donate 10 percent of its Saturday, October 18 sales to the United Way of Brevard County.

“We look forward to raising funds to assist the United Way’s commendable efforts in Brevard County,” said Debbie Harvey, Ron Jon Surf Shop president. “The United Way is committed to bettering our community, and we are proud to support them again this year.”

Since first participating in the United Way of Brevard County’s “Make a Difference Day” in 1998, Ron Jon Surf Shop has raised more than \$415,900 from employee contributions and sales days to benefit the charity. When compared to other like-sized businesses, participation and per capita donations from Ron Jon employees rank as some of the highest in Brevard County. This year, the surf shop anticipates more than 80 percent of its staff will support its annual United Way campaign.

“We are extremely grateful to the team at Ron Jon Surf Shop for their continued support and their creativity in raising funds for our Annual Campaign,” said Robert Rains, the United Way of Brevard County president. “Their annual sales day is a great way for folks to purchase their favorite Ron Jon gear and help us continue to change lives for the better here in Brevard in the process.”

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## **PAGE 2/RON JON SURF SHOP TO DONATE 10 PERCENT OF SALES TO UNITED WAY**

Ron Jon Surf Shop is located at 4151 N. Atlantic Ave., Cocoa Beach, Fla., 32931. For more information contact (321) 799-8888.

### **About Ron Jon Surf Shop**

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.

For more information about Ron Jon Surf Shop and the Ron Jon brand, visit [www.ronjons.com](http://www.ronjons.com).

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### **For more information:**

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

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