



NEWS

FOR IMMEDIATE RELEASE

RON JON SURF SHOP TO DONATE 10 PERCENT OF OCTOBER 16 SALES TO UNITED WAY

COCOA BEACH, Fla. – October 7, 2010 – For the seventh consecutive year Ron Jon Surf Shop, Cocoa Beach will donate 10 percent of its Saturday, October 16 sales to the United Way of Brevard County.

“The United Way is committed to bettering our community, and we are proud to support them again this year ,” said Debbie Harvey, Ron Jon Surf Shop president.

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 \$480,000 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 75 percent of its staff will support its annual United Way campaign.

“We can’t thank the team at Ron Jon Surf Shop enough for their continued and dedicated support,” said Rob Rains, president of United Way of Brevard. “Year after year they step up in a big way with their annual sales day on our behalf. It’s 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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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 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 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.

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For more information, contact:

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