



MEDIA ALERT

RON JON SURF SHOP EXECUTIVES COMMEMORATE OPENING OF PANAMA CITY BEACH STORE WITH RIBBON CUTTING CEREMONY

Panama City Beach Chamber of Commerce ambassadors join in the store opening festivities

WHEN: Fri., Feb. 22 at 11 a.m.

WHERE: Ron Jon Surf Shop
16150 Front Beach Road, Panama City Beach, Fla. 32413

WHAT: Ron Jon Surf Shop executives, including President Ed Moriarty and Vice President Debbie Harvey, join ambassadors from the Panama City Beach Chamber of Commerce to commemorate the opening of the one-of-a-kind surf shop. At the grand opening celebration, Moriarty and Harvey will cut a festive ribbon, signifying the opening of the surf store to the public. Additionally, Ron Jon Surf Shop will be presented with a plaque from Chamber ambassadors.

With its opening, Ron Jon Surf Shop will be one of the first stores to begin business in the boardwalk section of the highly anticipated Pier Park, a 1.1 million square foot outdoor retail center.

VISUALS: Ribbon cutting ceremony; Panama City Beach Chamber of Commerce ambassadors presenting Ron Jon Surf Shop executives with a commemorative plaque; first inside looks at the newly completed Ron Jon Surf Shop

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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