



# NEWS

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**FOR IMMEDIATE RELEASE:**

## CALENDAR LISTING

**WHAT:** Ron Jon to offer costume contest, face painting, balloon creations and free candy for trick or treaters.

*Open to all kids 12 & under*

**WHEN:** Saturday, October 31st from 1-3 p.m.

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

**DETAILS:** Ron Jon Surf Shop is celebrating Halloween with fun activities for kids 12 & under. There will be a face painter and balloon artist on hand making custom creations, and kids are encouraged to take a walk through the store and visit the trick or treat candy stations. No costume is necessary to participate in the events, but there will be a costume contest at 2:30 p.m. for the categories: scariest, funniest and cutest/coolest. The winner of each category will take home a \$25 Ron Jon gift certificate.

**MORE INFO:** Ron Jon Surf Shop is celebrating its 50<sup>th</sup> Anniversary throughout 2009. 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.

**For more information, contact:**

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

Arlene Wright, Chisano Marketing Group, (407) 788-7070, [awright@chisano.com](mailto:awright@chisano.com)