



NEWS

MEDIA ALERT

TOMS SHOES TO HAVE FREE SHOE PAINTING

Ron Jon Surf Shop to host live painting event

WHEN: Sat., August 8 from 12 p.m. - 2 p.m.

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

WHAT: To celebrate the arrival of the new line of TOMS Shoes, Ron Jon is hosting a shoe painting event. TOMS was recently featured in a nationally televised AT&T commercial, and their One for One commitment guarantees that for each pair of TOMS sold, a free pair will be given to a child in need. Local artist, Christopher "Slow" Maslow, will paint unique artwork on TOMS shoes, for free, for anyone purchasing a pair during the event.

VISUALS: Live shoe painting.

ABOUT TOMS SHOES:

TOMS simple One for One commitment (to give a pair of new shoes to children in need around the world with every pair sold) is revolutionizing the way consumers shop; with TOMS, shopping equals giving. TOMS One for One business model transforms customers into benefactors, which allows TOMS to grow a truly sustainable business rather than depending on fundraising for support.

This One for One model has encouraged conscientious consumers to purchase and give more than 150,000 pairs of new shoes to children in need in just three years. By the end of 2009, TOMS will give an additional 300,000 pairs of new shoes to children in need around the world, including at home in the U.S.



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ABOUT CHRIS MASLOW:

Quickly emerging as a name to be recognized in the art world, Christopher "Slow" Maslow boasts a powerful repertoire of skill and shows no sign of "slowing down". Whether he's painting meticulous large scale murals, painstakingly conveying subjects from both natural and abstract worlds on canvas or designing his own line of art inspired clothing (The Slow Army), "Slow" continues to expand his artistic horizons. For more information about Maslow and his exploits, please visit www.ChristopherMaslow.com or www.theslowarmy.com.

ABOUT RON JON: Ron Jon Surf Shop is celebrating its 50th 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:

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