



NEWS

MEDIA ALERT

...LOST ENTERPRISES TO HOST BEACH DAY

Sponsors ...Lost and Ron Jon Surf Shop put on event in Cocoa Beach

WHEN: Sat., August 15 from 10 a.m. - 3 p.m.

WHERE: Shepard Park (behind Ron Jon Surf Shop)
4151 N. Atlantic Ave., Cocoa Beach, Fla. 32931

WHAT: ...Lost Enterprises is hosting a Surf Jam “fun” beach day in Cocoa Beach with Ron Jon Surf Shop. **THIS IS NOT A SURF “CONTEST”**. We’re having fun in the water AND on the beach with a variety of activities including a tug-o-war, egg toss, hula hoop, best sunburn competition, surf expression session, dance off and lots, lots more! There will be \$25 Ron Jon gift certificates along with clothing and prizes from ...Lost handed out to the winners of the various competitions.

VISUALS: Beach activities and challenges with free ...Lost Energy drink!

MORE INFO: 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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