



NEWS

FOR IMMEDIATE RELEASE:

CALENDAR LISTING

- WHAT:** Professional Fishing Demo with Captain Blair Wiggins, Host of Television's "Addictive Fishing"
- WHEN:** Saturday, April 18, 2009
11 a.m. - 1 p.m.
- WHERE:** Ron Jon Surf Shop
4151 N. Atlantic Avenue
Cocoa Beach, Fla. 32931
- DETAILS:** Professional fisherman and television host of "Addictive Fishing," Captain Blair Wiggins and Costa Del Mar Sunglasses are teaming up to bring a fishing demonstration to Ron Jon Surf Shop, Cocoa Beach. A Cocoa Beach native, Wiggins found success with his high-energy television program on the Sun Sports network about fishing across Florida.
- 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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