



# NEWS

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## FOR IMMEDIATE RELEASE

### RON JON SURF SHOP TO HOST FREE AUTOGRAPH SIGNING WITH LEGENDARY MOTOCROSS RIDER CAREY HART, OTHER FOX TEAM RIDERS

*Hart and other Fox team riders to make an appearance in Cocoa Beach for one day only*

**COCOA BEACH, Fla. – February 27, 2009** – Ron Jon Surf Shop ([www.RonJons.com](http://www.RonJons.com)) and Fox are teaming up to host an exclusive autograph signing with motocross legend Carey Hart at the Cocoa Beach Ron Jon Surf Shop on **SUNDAY, MARCH 8** from 2-3 p.m.

Area action sports fans will also have the opportunity to meet surfers Eric Geiselman and Devon Tresher, along with wakeboarders Rusty Malinoski and Danny Harf at the free meet and greet session. In addition, event attendees will receive free posters and giveaways courtesy of Fox.

“We are thrilled to welcome the Fox team back to Ron Jon Surf Shop for the fourth straight year,” said Heather Lewis, Ron Jon’s director of marketing. “We’ve had a huge turnout from action sports fans at past signings and we anticipate the same this year.”

Ron Jon Surf Shop is located at 4151 N. Atlantic Ave. in Cocoa Beach. For event information, contact (321) 799-8888.



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## About Ron Jon Surf Shop

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 and Panama City Beach, Fla., 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. For more information about Ron Jon Surf Shop and the Ron Jon brand, visit [www.ronjons.com](http://www.ronjons.com).

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