

**“Growing in the Right Direction”  
Volcom and Keep Brevard Beautiful  
Provide a Give Back Opportunity at the  
Ron Jon Beach 'N Boards Fest**

**Cocoa Beach, FL-** Volcom will be partnering with Ron Jon Surf Shop and Keep Brevard Beautiful to plant sea oats for the third consecutive year as part of a giveback/sustainability campaign during the Ron Jon Beach 'N Boards Fest/WSL 1,000 Ron Jon Vans Pro. Sea oats are a vital part of the local ecosystem. They promote dune growth and provide natural protection from damaging beach erosion. For the past two years over 500 volunteers helped plant sea oats around the dune lines of Cocoa Beach. This year the program will educate and invite spectators to work alongside athletes of the event to physically plant over 300 pre-sprouted sea oats. The planting will be at noon on Saturday, March 11<sup>th</sup>.

"We at Ron Jon and Beach 'N Boards Fest are excited to continue partnering with Volcom on our event and especially with their taking the initiative to again plant hundreds of sea oats over the weekend. As our official Sustainability Partner, Volcom has done a great job not only keeping our event site clean but also in practicing sustainability -- in a very fun way -- to and with our attendees."

**-Mitch Varnes, Ron Jon Beach 'N Boards Fest Event Director.**

"Its awesome to give back to something that has given me life"

**-Balaram Stack, Professional surfer**

### **About Keep Brevard Beautiful (KBB)**

KBB is a non-profit organization whose mission is to motivate and educate business, school, group, and individual partnerships to reduce litter, recycle, landscape, and beautify for the environmental and economical benefit of Brevard County.

<https://keepbrevardbeautiful.wordpress.com/>

### **About Volcom**

Volcom was founded in 1991 on the belief that there is a higher level of consciousness to be found within one's self through the internal and external journeys that board-sports, music, art and film provide. The company prides itself on making quality apparel, outerwear, footwear and accessories that not only exemplify the lifestyle, but also enhance the ability to live it. By being the first to combine surfing, skating and snowboarding under one brand from inception a new future was forged and a generation of liberation was born. For over two decades Volcom has been TRUE TO THIS... the quest for Spiritual Intoxication.

<http://www.volcom.com/>

## **About Ron Jon's Beach 'N Board Fest**

Ron Jon Beach 'N Boards Fest is the nation's premiere board sports spring festival. With live music, the world's best action sports film festival, and almost every type of boarding sport under the sun, Cocoa Beach, Florida and the Beach 'N Boards Fest are the place to be this spring!

Beach 'N Boards Fest will host nationally recognized board sports athletes in demonstrations, exhibitions and contests. A WSL Junior Pro surfing competition will take place at Shepard Park in addition to kite and skim board demos, and stand up paddleboard activities. Skate events will take place at Ron Jon Surf Shop and other locations to be announced.

<http://beachnboardsfest.com/>