

**For Immediate Release**  
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## **Dry Dudz Dives into New Partnership with Captain Ron's**

Kansas City, MO (June 12, 2012)—To celebrate and support its hometown roots, [Dry Dudz](#)—a new premium performance swimwear company that produces patented hybrid boardshorts and bikinis—today announced a partnership with popular Lake of the Ozarks destination, [Captain Ron's](#). Dry Dudz will be seen on the beach for all of Captain Ron's "100 Days of Summer" holidays and events, and will help promote the Lake of the Ozarks as an untapped, world-class vacation spot.

"Dry Dudz was inspired by the Lake of the Ozarks, and we are always eager to show our appreciation for the area," said Dry Dudz Founder and President Cyndi Franz. "We named our men's line after famous locations like Bagnell Dam, Sunrise Beach and Osage Beach in honor of the Lake, so we're thrilled to partner with such an esteemed institution as Captain Ron's to get more involved with the community."

The new partnership will kick off with Dry Dudz Stand Up Paddle Board demonstrations at Liquid Force's BROstock Twenty Twelve, hosted at Captain Ron's from June 15-16. Known as the world's best wakeboard contest, BROstock brings thousands of wakeboarding fans and professionals together for three days of intense competitions, non-stop parties and more. Dry Dudz will also take part in The Shootout, the biggest event at the Lake of the Ozarks, held from August 18-26. This year, over 100,000 people are expected to gather and watch as boaters from around the globe race to take home the coveted title of "Top Gun."

Dry Dudz will be sold at Captain Ron's Treasure Chest Store and will be worn by all Captain Ron's employees. Additionally, Captain Ron's and its various events will be featured and linked back to on the Dry Dudz website.

"Dry Dudz is tailored for the active lifestyle we pride ourselves on," said Ron Duggan, Owner, Captain Ron's. "The company shares our desire to show the world that the Lake is a must-see destination where you can ski, wakeboard, tube, fish, swim, and enjoy great food. We are proud to support Dry Dudz and their mission to improve the way of life for active individuals everywhere."

Established in 2006, Captain Ron's is a premier Lake of the Ozarks landmark located on the 34½ mile marker. With multiple "Best of" awards including Best Dining on the Water, Best Entertainment on the Water and Best Annual Event at the Lake, Captain Ron's waterfront property draws thousands of Lake locals and visitors each year with its two relaxing beaches, live entertainment, exciting activities, lively tiki bars and top-notch cuisine.

Dry Dudz was conceived on the Lake of the Ozarks in July 2010. Since then, the company has evolved into a producer of premium performance swimwear that provides maximum support with its compression short liners and patented Quick Mount System™ (QMS™), as well as quick-drying comfort provided by a *DD Quick Dry wikTec* fabric. Lightweight and equipped with four-way stretch where necessary, Dry Dudz is designed for globetrotters, avid athletes, and beach lovers alike.

For media interested in attending BROstock, The Shootout and other events, please contact Tricia Manzanero, 646 695 7046 or [Tricia@rosengrouppr.com](mailto:Tricia@rosengrouppr.com).

### **About Dry Dudz™**

Dry Dudz™ is a premium performance swimwear company that makes hybrid boardshorts and belt liners for active lifestyles in and out of the water. Inspired by summer days at the beach, pool and lake, Dry Dudz™ patented technology ensures exceptional support and quick drying performance, without sacrificing style. The patented Quick Mount System™ (QMS™) and other technical features make Dry Dudz™ wicking boardshorts and belt liners not only versatile fashion, but vital equipment for all water sports enthusiasts.

Dry Dudz™ is sold online at [www.drydudz.com](http://www.drydudz.com). Dry Dudz™. *Get your Dudz on™!* Friend us on Facebook at [www.facebook.com/drydudz](http://www.facebook.com/drydudz); Follow us on Twitter at [www.twitter.com/drydudz](http://www.twitter.com/drydudz). Check out the Dry Dudz YouTube Channel at <http://www.youtube.com/user/DryDudz/videos>.

### **About Captain Ron's**

[Captain Ron's](#) opened its doors in November of 2006. The property now boasts 700 feet of lakefront property, seven rental homes, two beaches, tiki bars, volleyball courts, top-notch restaurants, a scenic Treasure Pass and much more. Captain Ron's is home to The Shootout, the biggest event at the Lake of the Ozarks, as well as hosts several other great events such as the Crappie Masters State Tournament in April, the World's Largest Pontoon Party in June, the Bikefest, the Marine Dealers Fall in the water Boat Clearance Show and the 2 Dam Days Paddle Race in September. Over the years, Captain Ron's has received many notable awards including "Best Bar Food," "Best Dining on the Water," "Best Entertainment on the Water" and "Best Annual Event at the Lake."

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