

FOR IMMEDIATE RELEASE

PEET'S COFFEE TO COLLECT DONATIONS FOR FRIENDS OF SANTA CRUZ STATE PARKS THROUGH CHRISTMAS EVE

The coffee shop also will match donations, up to \$750, to benefit the nonprofit.

DECEMBER 17, 2015—SANTA CRUZ, CA—Friends of Santa Cruz State Parks (Friends) today announced the downtown Santa Cruz Peet's Coffee location has selected Friends as the recipient of the coffee shop's annual Holiday Donations Program.

Peet's, at 1409 Pacific Ave., will be collecting donations for Friends from Thursday, Dec. 17, to Thursday, Dec. 24, and also will make a matching gift to Friends up to \$750.

Started in 1986, the annual Holiday Donations Program encourages customers, employees, friends and family to come together to support a local nonprofit during the holiday season, and Friends is thankful to benefit from this generosity.

Peet's will hand out free coffee Saturday morning as part of the Holiday Donations Program, and a Friends' representative will be at the shop to share information about the work Friends does in Santa Cruz and coastal San Mateo counties to support 32 state parks and beaches.

About Friends of Santa Cruz State Parks

Friends of Santa Cruz State Parks is an entrepreneurial nonprofit sustaining the legacy of our state parks and beaches. Through an innovative partnership with California State Parks, and by leveraging local community support, Friends has provided millions of dollars of funding for educational programs, visitor services and capital projects. Founded in 1976, Friends is passionately dedicated to the preservation of our spectacular natural environment and rich cultural history. Friends also operates six ParkStores, offering nature- and history-themed merchandise for sale to benefit local parks and beaches. ParkStore locations include Natural Bridges, New Brighton, Santa Cruz Mission, Seacliff, Wilder Ranch and Online. Learn more at ThatsMyPark.org or via Facebook, Instagram, Twitter, YouTube and Pinterest.

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