

FOR IMMEDIATE RELEASE



ANNUAL PARKSTORE HOLIDAY SALE TO BE HELD AT FOUR LOCAL STATE PARKS AND BEACHES DEC. 1-3

*Customers Enjoy 20-30 Percent Discounts; Sales
Benefit Friends of Santa Cruz State Parks*

NOVEMBER 22, 2017—SANTA CRUZ, CA—Friends of Santa Cruz State Parks today announced it will host its annual ParkStore Holiday Sale Friday, Dec. 1, to Sunday, Dec. 3, at four ParkStore locations at state parks and beaches in Santa Cruz and Aptos.

The Holiday Sale begins with a preview event at Natural Bridges State Beach from 4-7 p.m. Friday, Dec. 1. Become a member of Friends of Santa Cruz State Parks and receive additional discounts. The sale will continue Saturday and Sunday, Dec. 2-3, at Natural Bridges as well as Santa Cruz Mission State Historic Park, Wilder Ranch State Park and Seacliff State Beach. Sale hours are 10 a.m. to 4 p.m. both Saturday and Sunday.

The Holiday Sale offers a 20 percent discount (30 percent for Friends members) on park-themed merchandise, including apparel, jewelry, books, toys and select iconic Michael Schwab art. A variety of products, including hats, pins, stickers and key chains by popular artist Tim Ward, Socksmith socks, nature-related books, silk scarfs and jewelry will also be available for purchase.

During the sale, customers may become members of Friends for \$50 to receive the 30 percent discount.

Proceeds from the Holiday Sale benefit local state parks and beaches. In previous years, the sale was only held at the Mission. Expanding it for 2017 means more a broader range of gift items are available.

"We hope people will enjoy a weekend outing to a local state park or beach, then pop into the Holiday Sale to find a thoughtful gift for a loved one," Friends of Santa Cruz State Parks Executive Director Bonny Hawley said. "The Holiday Sale is a wonderful way to actively support Friends' work to preserve the legacy of our local state parks and beaches."

ParkStore Holiday Sale locations include:

- Natural Bridges State Beach, 2531 W. Cliff Drive, Santa Cruz
- Santa Cruz Mission State Historic Park 144 School Street, Santa Cruz
- Seacliff State Beach, 201 State Park Drive, Aptos
- Wilder Ranch State Park, 1401 Coast Road, Santa Cruz

Directly following Saturday's Downtown Santa Cruz Holiday Parade, where Friends of Santa Cruz State Parks will march with State Parks rangers, docents, interpreters and lifeguards, parade attendees are invited to follow the entourage to the Mission for the sale, and enjoy tacos on the terrace provided by Taquitos Gabriel's from 12-3 p.m.

About Friends of Santa Cruz State Parks

Established in 1976, 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 provides funding for educational programs, visitor services and capital projects. 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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