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## **ANNUAL PARKSTORE HOLIDAY SALE TO BE HELD ONLINE AND AT FOUR LOCAL STATE PARKS AND BEACHES IN DECEMBER**

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

**NOV. 23, 2021—SANTA CRUZ, CA**—Friends of Santa Cruz State Parks today announced it will host its annual ParkStore Holiday Sale both online and in person during the first two weekends of December.

“The Holiday Sale is a wonderful way to show your support for our local state parks and beaches,” Friends of Santa Cruz State Parks Executive Director Bonny Hawley said.

The online Holiday Sale will be held on Saturday and Sunday, Dec. 4-5, at [www.thatsmypark.org/collections](http://www.thatsmypark.org/collections).

The in-person Holiday Sale will be held on Saturday and Sunday, Dec. 11-12 from 10 a.m. to 4 p.m. at four ParkStore locations:

- 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

Friends members will receive 30 percent off on select iconic Michael Schwab park illustrations on apparel and more, plus jewelry, maps, nature guides, local history books, educational toys and other gifts that represent the natural and cultural history of our parks. Non-members receive 20 percent off. Become a member to receive the 30 percent discount. Proceeds from the Holiday Sale benefit local state parks and beaches.

Community members are encouraged to shop thoughtful park-themed merchandise, including apparel, jewelry, books, toys and select iconic Michael Schwab art throughout the holiday season. A variety of products, including hats, pins, stickers and key chains by popular artist Tim Ward, Socksmith socks, nature-related books, silk scarves and jewelry will also be available for purchase. Check out the Friends of Santa Cruz State Parks [2021 Holiday Gift Guide](#) on Pinterest for gift-giving inspiration this holiday season.

### **About Friends of Santa Cruz State Parks**

Established in 1976, Friends of Santa Cruz State Parks (Friends) is a vital partner with California State Parks, creatively working to ensure our cherished local parks and beaches are thriving and available to all. Friends’ innovative and collaborative community partnership provides support and investment for education, equity and inclusion, conservation, facilities improvements, historic preservation and cultural events. Friends currently operates a robust online ParkStore as well as ParkStores at Seacliff and Natural Bridges state beaches, Wilder Ranch State Park and Santa Cruz Mission State Historic Park, offering nature- and history-themed merchandise for sale to benefit local parks and beaches. Learn more at [ThatsMyPark.org](http://ThatsMyPark.org) or via [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#) and [Pinterest](#).

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