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## **ANNUAL HOLIDAY PARKSTORE SALE TO BE HOSTED AT SANTA CRUZ MISSION STATE HISTORIC PARK**

*Sales of Unique, Local Gifts Benefit Friends of Santa Cruz State Parks During Annual Sale Dec. 2-4*

**NOVEMBER 21, 2016—SANTA CRUZ, CA**—Friends of Santa Cruz State Parks today announced it will host its annual ParkStore Holiday Sale at the Santa Cruz Mission State Historic Park Friday, December 2, to Sunday, December 4. The Holiday Sale will showcase great local products in the Mission ParkStore, including pins, stickers and key chains by popular artist Tim Ward, Socksmith socks, a rare book on the history of the Castro Adobe, mole from My Mom's Mole and olive oil by True Olive Connection.

The weekend-long event offers 20-30 percent discounts on great park-themed merchandise, including apparel, jewelry, books, toys and iconic Michael Schwab art. A 20% discount storewide will be offered during the sale, with Friends' members receiving 30% off purchases.

The Holiday Sale begins with a preview event from 4-7 p.m. Friday, Dec. 2, for Friends of Santa Cruz State Parks members. Become a member at the Holiday Sale for \$50, then shop the early sale and receive a larger discount.

The sale will continue Saturday, Dec. 3, from 10 a.m. to 4 p.m. and Sunday, Dec. 4, 12-4 p.m.

Saturday's event starts with the Downtown Santa Cruz Holiday Parade, where Friends of Santa Cruz State Parks will march with State Parks rangers, docents, interpreters and lifeguards. Follow the entourage to the Mission for the sale, and enjoy tacos on the terrace with food by Taquitos Gabriel's from 12-2 p.m.

Proceeds from the Holiday Sale benefit local state parks and beaches.

"The Holiday ParkStore sale is a great opportunity to showcase the Mission for frequent visitors and those who may not realize there is a State Historic Park located in downtown Santa Cruz," 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."

### **About Santa Cruz Mission State Historic Park**

Santa Cruz Mission State Historic Park commemorates its 25<sup>th</sup> year in 2016. It is home to the oldest building in Santa Cruz County. Built between 1822 and 1824 by local Ohlonean and Yokuts Indians, the park's signature adobe is the only remaining structure from Mission Santa Cruz, founded in 1791. One of just four adobe buildings left in Santa Cruz County — and sometimes confused with the nearby replica mission chapel — it is the only building of its kind preserved as a museum in the State of California. The adobe served as housing for Neophyte families who lived and worked at the

Mission, which operated until 1834 when it was secularized. After decades of private ownership, the adobe was sold to the State of California, extensively restored and finally opened in 1991 to the public as the Santa Cruz Mission SHP.

Friends of Santa Cruz State Parks rallied the community to save Santa Cruz Mission SHP from closure in 2012. Friends funds interpretation services and a portion of park operations, and also runs the Mission ParkStore. In addition, Friends has implemented key improvements at the park, including a remodel of the patio, the opening of new interpretive exhibits, renovated outdoor cooking facilities and new hours of operation to serve local school children (approximately 2,500 third and fourth graders visit the park annually). Friends also established the Mole & Mariachi Festival, a bicultural celebration each September. The park is supported by the Mission Committee, members of which include representatives of Friends, State Parks and dedicated community volunteers.

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

Celebrating its 40<sup>th</sup> anniversary in 2016, 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](http://ThatsMyPark.org) or via Facebook, Instagram, Twitter, YouTube and Pinterest.

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