



ANNUAL PARKSTORE HOLIDAY SALE TO BE HELD ONLINE AND AT FOUR LOCAL STATE PARKS AND BEACHES

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

NOV. 7, 2023—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 last weekend of November and first weekend of December to benefit local state parks and beaches.

“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 Friday to Sunday, Nov. 24-26, at www.thatsmypark.org/collections. Shop the online sale to have gifts mailed before the holidays. Check out the Friends of Santa Cruz State Parks [2023 Holiday Gift Guide](#) for thoughtful ideas before the sale begins.

The in-person Holiday Sale will be held on Friday to Sunday, Dec. 1-3 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 made by local artists, maps, nature guides, local history books, educational toys and other gifts that represent the natural and cultural history of our parks. Note, Michael Schwab fine art prints and park passes are not included in the sale.

Non-members receive 20 percent off. [Become a member](#) to receive the 30 percent discount.

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 offering nature- and history-themed merchandise for sale to benefit local parks and beaches. Friends also operates ParkStores at Natural Bridges, New Brighton, Santa Cruz Mission, Seacliff and Wilder Ranch. Learn more at www.ThatsMyPark.org or via [Facebook](#), [Instagram](#), [X](#) and [YouTube](#).