



ANNUAL PARKSTORE HOLIDAY SALE HAPPENING DEC. 7 & 8

*Customers Enjoy 20-30 Percent Discounts at Three Local State Parks and Beaches;
Sales Benefit Friends of Santa Cruz State Parks*

NOV. 11, 2024—SANTA CRUZ, CA—Friends of Santa Cruz State Parks today announced it will host its annual ParkStore Holiday Sale at three locations on December 7 and 8.

“The Holiday Sale is a fun and meaningful way to show support for our local state parks and beaches,” Friends of Santa Cruz State Parks Executive Director Bonny Hawley said. “We’ll have a wide variety of park-themed gifts available, including apparel, jewelry, books, toys, iconic Michael Schwab and more.”

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.

The Holiday Sale will be held on Saturday and Sunday, Dec. 7 and 8, from 10 a.m. to 4 p.m. at three 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

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.

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 (closed for the season), Santa Cruz Mission, Seacliff and Wilder Ranch (under construction). Learn more at www.ThatsMyPark.org or via [Facebook](#), [Instagram](#), [X](#) and [YouTube](#).

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