

FOR IMMEDIATE RELEASE

FRIENDS OF SANTA CRUZ STATE PARKS HOSTS ANNUAL HOLIDAY PARKSTORE SALE AT SANTA CRUZ MISSION STATE HISTORIC PARK

Sales from Unique, Local Gifts Benefit Nonprofit During Annual Sale Dec. 4-6

NOVEMBER 30, 2015—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 4, to Sunday, December 6. The Holiday Sale will showcase great local products in the Mission ParkStore, including olive oil from the True Olive Connection, socks from Socksmith and books by local authors.

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. Become a member at the Holiday Sale for just \$25 and receive the larger discount.

Beginning at a First Friday event on Dec. 4 from 4-8 p.m., the evening will feature Ooh! Look! Photography, a husband and wife team from Santa Cruz that focuses on wildlife photography in the Monterey Bay area; a Spanish trio playing live music; and Mutari Hot Chocolate paired with pan dulce, a Mexican sweet bread. Kids will be able to create papél picado, a decorative craft made out of paper cut into elaborate designs that is considered Mexican folk art.

The sale will continue Saturday, Dec. 5, from 10 a.m. to 4 p.m. and Sunday, Dec. 6, 12-4 p.m.

"The public's support of the Mission Adobe, a hidden gem in downtown Santa Cruz, has been wonderful," said Friends of Santa Cruz State Parks Executive Director Bonny Hawley. "Our annual holiday sale allows us to showcase many unique nature- and history-inspired gifts, all at great prices. We encourage the community to shop local knowing that all of the proceeds support our work at local state parks and beaches."

About Santa Cruz Mission State Historic Park

The Santa Cruz Mission State Historic Park, "Your State Park Downtown," 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 saved 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. Friends also established the Summer Series, a popular series of cultural events at the Mission that culminates with the Mole & Mariachi Festival 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

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 has provided millions of dollars of funding for educational programs, visitor services and capital projects. Founded in 1976, 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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