

PRESS RELEASE

February 22, 2008

For Immediate Release

From Goodwill Industries

Re: Opening of Santa Cruz Flea Market

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Santa Cruz Flea Market Will Reopen March 7th

Goodwill Industries is delighted to announce that they will reopen the popular open-air market on Friday, March 7 and will operate every Friday Saturday and Sunday of the year, weather permitting. The Flea Market will reopen in the same location as the former Skyview Flea Market and will maintain a similar pricing structure as was in effect previously.

Michael Paul, President and CEO of Goodwill, said, "Because so many people depended on the flea market we wanted to get the market up and operating as soon as possible so few changes were made. Once we are up to speed we will look for improvements in the business that will benefit the vendors and the community."

What won't be the same at the market is the food service. The former snack shack is in poor condition and needs a lot work to get health permits. So, initially, independent vendors will provide food. Also there will be no alcohol served or allowed in the market and there will be no karaoke.

Information about the flea market can be accessed on Goodwill's website at www.scgoodwill.org ; click on the link that says "Flea Market info". Vendors who wish to reserve space at the flea market can come to the market area starting Friday, March 7th at 7 AM.