

FOR IMMEDIATE Release

Bay Area's 1st upscale consignment event celebrates 2nd anniversary

*The Lollipop Market will hold their fall event, Sept 5 - 7,
with portions of sale proceeds to benefit adoptive families.*

Los Gatos, CA – Rethink consignment.

For the first time, Bay Area families have a truly unique consignment option.

The Lollipop Market is the Bay Area's first upscale consignment event - held just twice a year, once in the spring and once in the fall. It allows families to shop for high quality, name brand, gently used clothing, shoes, toys, books, puzzles, furniture, room décor, rugs, and baby equipment.

"I love that for the same price it costs me to purchase one pair of jeans for my daughter, instead, I can purchase an entire outfit including socks & shoes. And I can sell the things my family no longer uses. Essentially, I've learned to trade-in our gently used clothes for new ones. I honestly can't imagine shopping any other way", says owner Jennifer Scoggins.

The event started in September 2012, and has more than quadrupled in size since then. They have now also added in the option of high-end women's consignment. Jennifer says, "At our event, you will find amazing designer denim - Joe's Jeans, Hudson, 7 For All Mankind, and other favorite clothing brands like Lululemon, Coach, French Connection and Michael Kors."

The Lollipop Market offers consignors (sellers) the chance to price their own items, and keep 65 - 75% of the profits, based on their involvement in the sale. Complete instructions on how to price, tag and drop off items can be found at www.TheLollipopMarket.com.

For shoppers, The Lollipop Market offers designer clothing, shoes, and toys at 70 - 90% off of retail prices. Each item sold is prescreened, so shoppers can be confident of the quality of items they will find.

For the Bay Area community, the Lollipop Market offers a green event that encourages families to recycle and reuse. It also offers several ways to give back:

At a Glance:

-Lollipop Market is Bay Area's 1st **upscale** consignment sale.

- Event has quadrupled in size in the last 2 years.

-Designer clothing for children & women, plus maternity, shoes, toys, books, baby equipment, and more for sale - all pre-vetted for quality and sold at 70-90% off retail.

-2014 fall sale takes place Sept 5 - 7.

-Sale location is 14855 Oka Rd, Los Gatos.

-15% of all sales donated to foster and adoptive families.

1. School fundraising: Schools that distribute fliers can receive 10% of any purchases made by a shopper carrying a flier.
2. Consignor donations: Consignors can donate items that do not sell. Donated items are given to pre-screened lower income families who adopt children or to the San Jose Foster Parent's Closet.
3. The Lollipop Market 15% donation: 15% off *all* sale profits are donated to families who adopt.

WHEN: The 2014 fall sale will be open to the public Sept 5 - 7 (Friday – Sunday), with all eligible items being sold for half price on Sunday.

WHERE: The sale will be held in Los Gatos, at 14855 Oka Rd (at the SV JCC). Cash and credit cards are accepted.

It's finally hip to be thrifty and green. The Lollipop Market is for savvy families who want to MAKE money and SAVE money, while being environmentally responsible.

Please visit us online at **www.TheLollipopMarket.com**.

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