



COUNTY OF SANTA CRUZ

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PRESS RELEASE

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RIO DEL MAR ESPLANADE CONCESSIONS NOW AVAILABLE

The Santa Cruz County Department of Parks, Open Space and Cultural Services is pleased to announce new concessions serving beachgoers in the Aptos area.

With summer in full swing, a new SUP Shack is now operating at Rio Del Mar Esplanade, offering various beach supplies and boogie board, wetsuit, stand-up paddleboard and surf board rentals. A second vendor, Sycamore Concessions, is expected to begin operating later this summer with a selection of food and refreshments.

"This is a wonderful public-private partnership to enhance the beachgoing experience for Santa Cruz County locals and visitors while augmenting and complimenting the business environment in the area," Parks Director Jeff Gaffney said. "Improving recreational opportunities is part of the mission of Santa Cruz County Parks."

The County conducted a competitive process to select the new vendors, which operate on County-owned property at 105 Esplanade in Aptos.

Throughout July, Santa Cruz County Parks is offering numerous FREE events to celebrate Parks & Recreation Month. See www.scparks.com for details and to participate in our Parks & Recreation Month Challenge.