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Paradise Party: *where celebrations are born*

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Brad, Kelly Wiget are hosting a party and you're all invited

The couple, who recently opened Paradise Party in the Begonia Plaza shopping center off 41st Avenue in Capitola, have gathered together such an eclectic collection of themed party supplies at their new store, that it's almost like they're throwing a party themselves. If you don't believe that, try walking into their store and see if you don't feel like celebrating. It just feels like a place that can help create fun.

"We have what parties are made of," Brad Wiget said. "That's our motto and that's really what we try to do. We've really gone and tried to cover all our bases, all the way from champagne glasses to scotch tape. If it's a party or anything to do with a celebration, we've got what you need."

Wiget said the store specializes in celebrations and events of all types, from wedding showers to baby showers, from Christmas to New Year's, and from birthdays to bat and bar mitzvahs. And,

PARADISE PARTY

Eclectic party store featuring everything needed to create a celebration

1220-A 41st Ave.

(Begonia Plaza),
Capitola, Calif.

Owner(s):

Brad and Kelly Wiget

Open

M-F 9-6, Sat. 9-5, Sun. 10-3

831-477-1250

Paradise Party offers all the themed party supplies that these require.

Paradise Party not only offers a multi-colored and themed array of the usual party supplies and decorations, including plates, napkins, plastic ware, candles and candle holders, and a wide variety of banners, along with a 40-foot wall dedicated exclusively to kids party items, but it also stocks plenty of hard-to-find specialty items that make it such a unique party shopping destination.

Wiget is especially proud of the 87 different party balloons (made of top quality 18-inch Mylar inflated with helium) that the store offers. The balloons include everything from "Happy Birthday" and "Congratulations Graduate" to "Welcome Home" and "I Love You." There are even balloons for baby and wedding showers.

In addition, the store offers standard latex balloons in an astounding 25 different colors.

And then there are the piñatas, 25 in all, shaped like everything from Dora the Explorer and Mickey Mouse to basketballs, soccer balls and footballs.

Wiget is also particularly proud of the store's variety of stickers for kids, of which there are more than 100 starting at 49 cents, a favorite of his five-year-old daughter Jenna.

In honor of the season, Paradise Party has one of the most complete collections of Christmas and New Year's Eve party items, devoting an entire section of the store to themed party supplies.

And, the store is already fully stocked with Super Bowl party items in anticipation of The Big Game.

For partiers looking for a tropical island celebration, Paradise Party also offers a full Tiki party theme for luaus.



The store is well-stocked, organized and orderly.

The store is also chock full of knick-knacks like huge dice and sports-themed decorations, not to mention the gigantic gumball machine by the entrance.

And, what kind of a party would it be without gifts? Paradise Party also offers a wide variety of ceramic gift items, and personally made kids party bags, along with gift bags, wrapping paper, Ambassador cards by Hallmark, and other necessities.

"Basically, you can come into the store and buy everything you need for your party, and that was really important to us - to offer that

kind of selection," Kelly Wiget said. "And, we offer a little more quality."

In fact, Wiget said he tried to stock as many different party items into the expansive 2,000-square-foot store while maintaining a neat, orderly appearance. He said he takes pride in the store's wide, unobstructed aisles and easily accessed merchandise.

"I tried to maximize every inch of the store without appearing cluttered," he said.

A longtime Santa Cruz-area resident and Soquel High graduate with a well-known last name, Wiget got into the party supplies business after spending years building up his limousine transport company - A1 Executive Transportation. And, Wiget built a solid customer following and a fine reputation for quality service with his limo business.

But when the transportation business took a downturn, Wiget decided he wanted to take a shot at doing what he

and his family really enjoyed - helping other people create a successful, fun party.

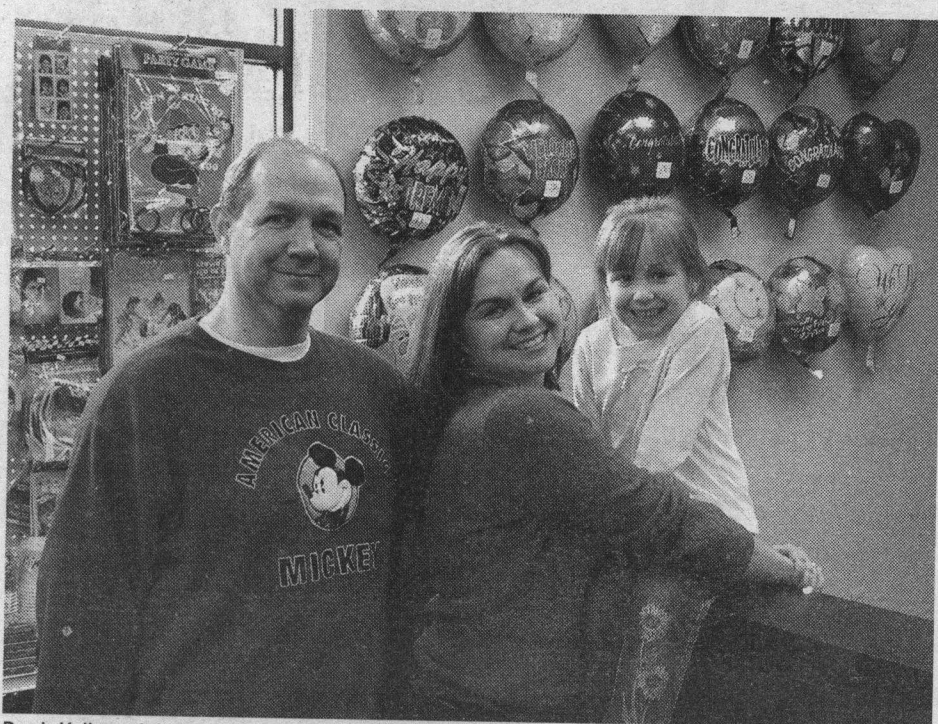
Wiget said he's planning to build on the contacts and reputation he made in the limo business to ensure his new store's success.

"I built the limo company from zero on customer satisfaction, and that's what's going to make Paradise Party successful," he said. "It's a big trust thing. If you offer your customers great service and a good product, they'll come back."

Besides, Wiget and his wife enjoy their work so enthusiastically that it can't help but rub off on their customers.

"It's a lot of work getting a new store up and going but we have a lot of fun, too," Wiget said. "We're both really kid-oriented. We still go to Disneyland two to three times a year. We're all really just overgrown kids."

That's why the party's at Brad and Kelly's place - Paradise Party.



Brad, Kelly and Jenna Wiget