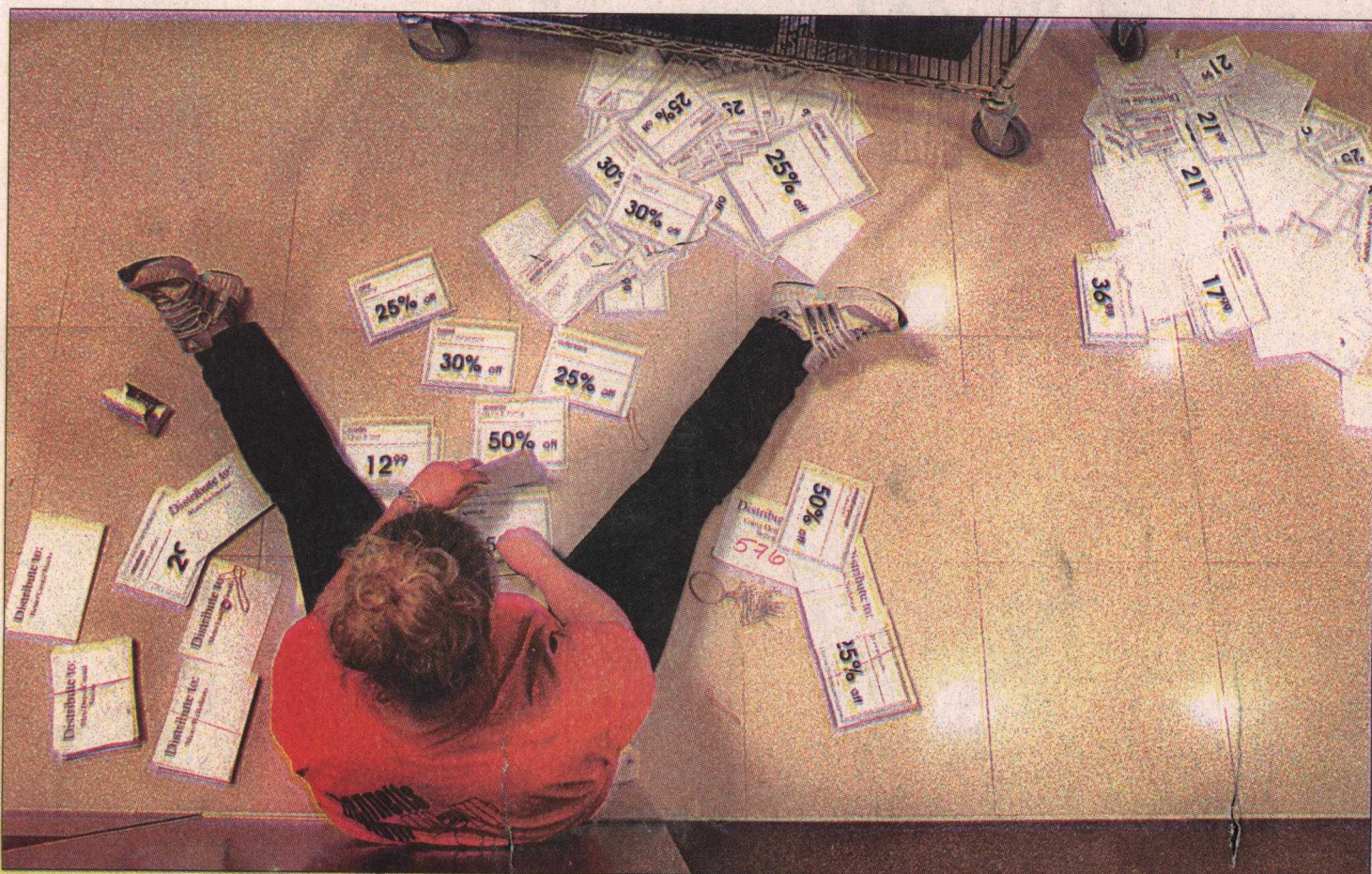


Nonprofit groups cash in on Macy's

Organizations expected to take home \$90,000 from ticket sales



Sarah Hewett sorts price tags on the floor at Macy's as employees hustle to get the store ready.

Shmuel Thaler/Sentinel photos

Business m n
By MICHAEL DE GIVE
SENTINEL STAFF WRITER

CAPITOLA — When the cash registers start beeping and booping at Macy's on Saturday, the upscale retailer won't be the only one counting the cash.

Fifty-one local nonprofits will take home more than \$90,000 by selling tickets to the one-day event, a preview of the store's May 3 grand opening.

"We're really excited about the money we've raised," said Nicole Mendoza, assistant director of the Cabrillo Music Festival.

The festival had sold 115 tickets as of Thursday, raising more than \$1,000 for its summer program.

Macy's doesn't receive any of the proceeds from ticket sales, and will kick in \$3 for every ticket dropped off Saturday, said Chris Thoryk, store manager. The \$10 tickets can be bought the day of the event, or directly from the nonprofits beforehand.

And while you're there, Macy's won't even mind if you shop awhile. If you do, you'll notice some stark changes from the J.C. Penney that left the site vacant two years ago.

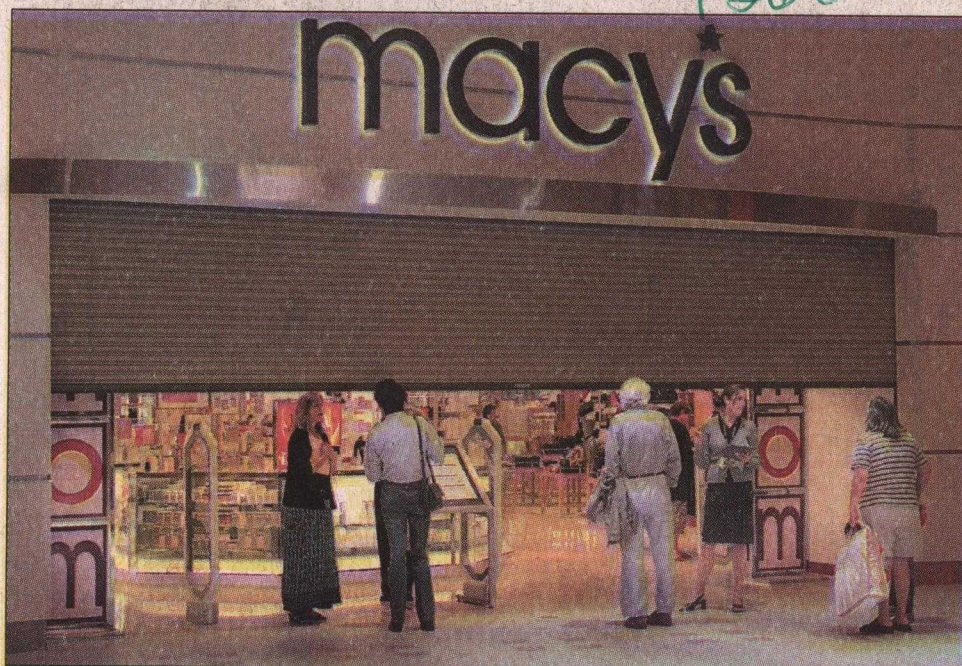
Macy's has kept the escalator, the elevator, the plumbing and the columns that hold up the roof. Everything else is new, Thoryk said.

The first floor is all about women, with clothes by Liz Claiborne, Tommy Hilfiger, Alfani, Calvin Klein and other brand names.

Designers created a club atmosphere for the juniors section, with hot-pink lighting, video

Inside

Complete list of local nonprofit organizations benefiting from ticket sales to preview of Macy's. **PAGE A5**



Curious shoppers get a peek at the latest addition to the Capitola Mall on Thursday.

monitors, concrete floors and a battleship gray ceiling with the pipes, ducts and wires exposed.

The ground floor is also where shoppers will find fine jewelry, handbags, cosmetics and shoes.

The men share the upstairs with luggage, wedding gifts, home accessories and gift wrap.

The store opens at 10 a.m. and will stay open

until 9 p.m. A ticket purchased from a local nonprofit entitles customers to a 20 percent discount on all fashion and accessories for men, woman and children, 15 percent off all domestics, China, crystal and silver; and 10 percent off fine jewelry, cosmetics and fragrances.

Contact Michael de Give at mdegive@santa-cruz.com.

'We're really excited about the money we've raised.'

NICOLE MENDOZA, ASSISTANT DIRECTOR OF THE CABRILLO MUSIC FESTIVAL

Nonprofits

These local nonprofits will take home more than \$90,000 by selling tickets to a preview of Macy's May 3 grand opening.

Agricultural History Project

Alzheimer's Association

Big Brothers Big Sisters

Boys & Girls Club

Cabrillo Music Festival

California Grey Bears

Campus Kids Connections Inc.

Catholic Charities

Children's Center of San Lorenzo Valley

Community Bridges

Companion for Life

Court Appointed Advocates of Santa Cruz County

Cultural Council of Santa Cruz County

Doran Center

Familia Center

Family Service Agency of the Central Coast

Friends of the Santa Cruz Public Library

Friends of Santa Cruz State Parks

Gateway School

Habitat for Humanity

Helping Hands Senior Home Repair Program

Hospice Caring Project

Jacob's Heart Children's Cancer Association

Janus of Santa Cruz

Kuumbwa Jazz Center

Mountain Elementary School

Mid County Children's Center

New Horizons School

Ombudsmen

Parents Center

Population Services International

Rotocare of Capitols-Aptos Rotary Club

Santa Cruz Aids Project

Santa Cruz Art League

Santa Cruz Community Counseling

Santa Cruz County Chapter of the American Red Cross

Santa Cruz County Office of Education
Child Development Resource Center

Santa Cruz County Symphony

Santa Cruz Montessori School

Scotts Valley High School Grad Night

Seniors Council of Santa Cruz & San Benito Counties

Senior Network Services

Shakespeare Santa Cruz

Skills Center

Soquel Booster Club

Sutter Maternity & Surgery Center

UCSC Affiliates

United Way of Santa Cruz County

Watsonville Police Activities League

Women's Crisis Support-
Defense de Mujeres

Women's Health Center