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# huge crowds shop Target

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WATSONVILLE — Judging by the size of the crowds that showed up for Target's grand opening Sunday, Watsonville area shoppers have been anxiously awaiting the huge discount retail store for some time.

Store parking lots were overflowing all day Sunday as a steady stream of cars filtered off Main Street and into the Overlook Shopping Center, still under construction. Inside the store, clerks and managers rushed to keep up with the crush of customers needing service.

"It's hard to keep up, especially with the sale items," said sales clerk Mary Fernandez as she hurriedly restocked items in the store's domestic products section. "It's been like this since we opened at eight this morning."

Shoppers packed every department of the store, pointing out special finds to one another and filling store carts with choice items.

"I love the color selection," said shopper Jolene Jensen as she set aside six outfits, and some separate tops and pants. "No matter what brand it is, you can find tops and bottoms that match. It's just unusual to find that in a store. You can walk around and mix and match. And I like that the aisles are wider than in most stores."

Nearby, Paulette Peros, a Pepsi representative, was swamped with takers as she handed out coupons for free samples of a new soda called Storm.

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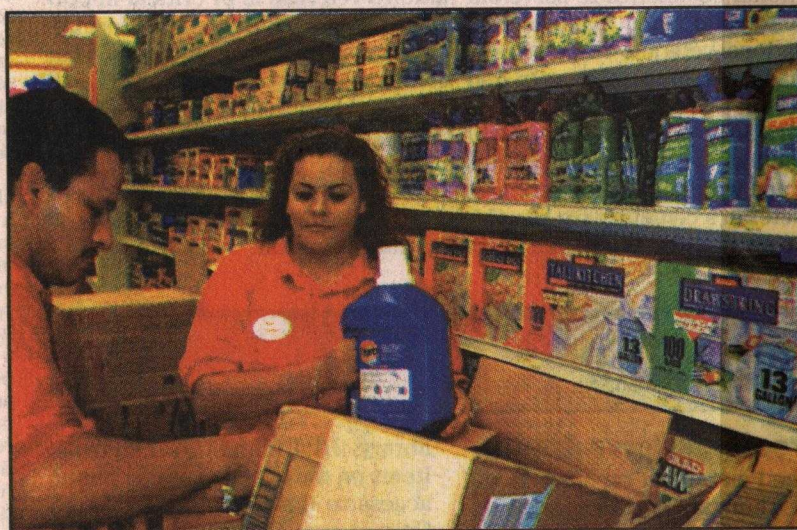


Photos by David Pacini

The band Mariachi Villareal of Salinas welcomes shoppers to Target near the entrance Sunday afternoon.



Paulette Peros, a representative of Pepsi, hands out coupons for free samples of Storm soda drink.



Target clerks Jose D. Melendez (left) and Mary Fernandez restock shelves in the domestic products area of the store Sunday afternoon.

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"It's insane," Peros said. "It's been fun — I've been here since seven this morning."

A festive air surrounded the event, as shoppers were greeted by the Mariachi Villareal band of Salinas.

"It's great," said shopper Klaudia Splane. "I found everything I was looking for and more. They have

good prices. I wanted to bring my mom and show her the good deals. She was impressed."

Sheila Foster, executive team leader of guest service for the store, said the overwhelming surge of buyers was exactly what store managers were hoping for.

"All our departments are doing well," said Foster. "We're happy to be in the community and obviously people are happy we're here."

Some shoppers like Lisa Silva

and Krista Brox, however, cut their visits short in order to return at a less busy time.

"It's really, really busy," Brox said. "It's too crazy. I would buy more if it weren't so crowded. We love Target."

Others just expressed relief that store was finally in the community. "It's very nice," said shopper Bernice Owens. "It should have happened a long time ago. We needed a shopping center here 20 years ago."