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FOR IMMEDIATE RELEASE
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**Pick of the Litter Thrift Store celebrates 40 years
with a special 40 percent off sale**

*Peninsula Humane Society & SPCA's resale shop
hosting celebration with 40% off everything in the store*

Burlingame, CA--- The Peninsula Humane Society & SPCA's (PHS/SPCA) Pick of the Litter thrift store is hosting a celebration to honor the store's 40th birthday on March 4th.

WHAT: Pick of the Litter's 40th Anniversary Sale
WHEN: Friday, March 4, 11:30 am to 5:30 pm
WHERE: PHS/SPCA Pick of the Litter, 1127 Chula Vista Avenue, Burlingame, CA

"The beloved thrift store has seen many incarnations in its four decades, but one thing that has remained solid is that 100 percent of the proceeds from the Pick of the Litter, lovingly known as The Pick by its customers and staff, are directed back to our shelter animals," said PHS/SPCA's Communications Manager Buffy Martin Tarbox. "The store has generated well over 10 million dollars for PHS/SPCA animals since opening in 1982."

The Pick of the Litter has humble beginnings, with its origin as an annual rummage sale. The yearly sale was such a hit that an idea was floated to open a brick and mortar store to sell donated items year round, and thus the Pick of the Litter was born.

The first Pick of the Litter store was opened in February 1982 on South B Street in San Mateo. The store quickly outgrew the B Street space and moved into a larger location on 42nd Avenue in San Mateo, followed by another move a few years later to a storefront on South Grant Street, again in San Mateo. In February 2003, the thrift store moved to its current location on Chula Vista Avenue in Burlingame where it continues to thrive.





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“The storied history of the Pick of the Litter is such that it was once referred to in a thrift shop guidebook as the ‘Nordstrom of thrift shops’ due to the quality of the items available for purchase. Every item in the store has been donated, and customers from all over the Bay Area visit the Pick of the Litter to shop for designer and vintage clothing, jewelry and shoes,” according to Tarbox. “We are very excited to offer this special forty percent off sale in honor of The Pick’s birthday. Visit our store since you never know what treasures you might find!”

As COVID-19 began to affect people in 2020, The Pick expanded beyond reselling donated items and began to operate a free Pet Food Bank once a month for pet owners in San Mateo County who are dealing with financial difficulties. This new service is keeping with The Pick’s mission to help all animals.

For more information about Pick of the Litter, including items the store can accept as donation please visit <https://phs-sPCA.org/pick/>

About the Peninsula Humane Society & SPCA

The Peninsula Humane Society & SPCA (PHS/SPCA) is a local, private, non-profit charitable organization dedicated to animal welfare. Among our major programs, PHS/SPCA adopts fully 100% of the healthy dogs and cats in our care and also, through our charitably funded Hope Program, makes well and finds homes for thousands of animals who come to us sick, injured, or too young to survive without supportive care. PHS/SPCA is truly an open admission shelter, not only accepting many pet animals who might be refused at other shelters, but also taking care of injured and orphaned native wildlife from San Francisco through San Mateo and the northern half of Santa Clara County. Our work means 5,700 lives saved each year. Please visit www.phs-sPCA.org to learn about all our programs and services, ways to help our animals and special events.