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**CROSSROADS TRADING COMPANY ANNOUNCES ITS 18TH ANNUAL
FASHION PHOTO CONTEST**

Fashion Retailer Invites Public to Submit Photos and Vote for Their Favorites

BERKELEY, Calif. – March 21, 2011 - Crossroads Trading Company, a Berkeley, CA-based recycled fashion retailer, is inviting the public to submit fashion photos for its 18th Annual Fashion Photo Contest and vote for their favorites online.

Winning photos will show the most attractive presentation of currently fashionable clothing. Photographs will also be evaluated on the basis of originality, creativity, composition and overall quality. Both amateur and professional photographers have won in the past. In fact, the top 3 winners last year were all self-taught photographers.

Photographers are welcome to submit up to 3 fashion-themed photographs. Cash prizes will be awarded, with a first prize of \$1000, a second prize of \$400 and a third prize of \$200. A number of honorable mentions will also be chosen with \$50 cash prizes awarded. Winners' work may be featured in Crossroads' advertising campaigns and promotions.

"It has become an annual highlight for us to review the entries each spring," shares Jerry Block, company co-founder, "The winning photos are immediate stand-outs that best capture our brand."

Entrants will find all the entry info starting April 4th at the Crossroads web site: www.crossroadstrading.com. Photographers must submit their work by Sunday, May 29, 2011. Online voting will open to the public beginning April 4th.

About Crossroads Trading Company

Crossroads Trading Company has been buying, selling and trading clothing in a friendly, fun and fashionable atmosphere since 1991. The winner of 80 "Best-Of" awards, the company is recognized for the high quality of recycled merchandise it sells. Its 26 retail locations span throughout the San Francisco Bay Area, Los Angeles, Portland, Seattle and Chicago.

For more information about Crossroads Trading Co., visit www.crossroadstrading.com.

Company Facebook Page: www.facebook.com/crossroadstrading

Company Blog: www.crossroadstrading.com/whats-new/blog-crossroads-style

Company Twitter Profile: www.twitter.com/CrossroadsStyle

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