



**FOR IMMEDIATE RELEASE**

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**CROSSROADS TRADING COMPANY ANNOUNCES THE OPENING OF  
A BUYING OUTPOST IN DOWNTOWN SAN FRANCISCO**

BERKELEY, Calif. – April 12, 2011 - Crossroads Trading Company, a Berkeley, CA-based recycled fashion retailer, will soon be providing a convenient way for people working in Union Square and Downtown San Francisco to sell their clothing.

Beginning April 21, 2011, Crossroads will open a buying outpost every Thursday from 12 to 7pm at Shotwell, a boutique located at 320 Grant Avenue between Bush and Sutter. People can sell their fashionable items in great condition during their lunch breaks or right after work and receive cash or trade on the spot. They can even drop off their items and return later that day to pick up their cash or trade.

The weekly Union Square/Downtown buying outpost is a quick and convenient solution for busy professionals who don't otherwise have time to sell their clothes.

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.

About Shotwell

Shotwell had humble beginnings with pop-up shops around San Francisco, selling one-of-a-kind vintage pieces and collectibles. These makeshift showrooms, orchestrated by co-owners Michael and Holly Weaver, evolved into their Union Square brick & mortar store, stocked with young contemporary and vintage products.

For more information about Crossroads Trading Co., visit [www.crossroadstrading.com](http://www.crossroadstrading.com).

Company Facebook Page: [www.facebook.com/crossroadstrading](http://www.facebook.com/crossroadstrading)

Company Blog: [www.crossroadstrading.com/whats-new/blog-crossroads-style](http://www.crossroadstrading.com/whats-new/blog-crossroads-style)

Company Twitter Profile: [www.twitter.com/CrossroadsStyle](http://www.twitter.com/CrossroadsStyle)

Shotwell: <http://www.shotwellsf.com/>

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