



**FOR IMMEDIATE RELEASE**

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**CROSSROADS TRADING COMPANY ANNOUNCES THE OPENING OF  
A SUMMER POP-UP SHOP IN DOWNTOWN SAN FRANCISCO**

BERKELEY, Calif. – July 12, 2011 - Crossroads Trading Company, a Berkeley, CA-based recycled fashion retailer, is opening a Summer Pop-Up shop in the Downtown/Union Square neighborhood.

Beginning July 16, 2011, Crossroads' Summer Pop-Up Shop will be open every day from 11am to 7pm at the former site of the Shotwell boutique at 320 Grant Avenue between Bush and Sutter.

Crossroads previously shared the space with Shotwell, operating a Buying Outpost every Thursday where they provided a convenient way for people working in Union Square and Downtown San Francisco to sell their clothing. Crossroads is now taking over the entire space and expanding their services.

The Summer Pop-Up Shop will offer all of the same buy-sell-trade services as a typical Crossroads store, including drop-offs and consignment. People can sell their fashionable items in great condition for cash or trade on the spot, and even drop off their items and return later that day if they're in a hurry. People can also consign their designer items and receive a higher percentage in cash. Best of all, Crossroads' Summer Pop-Up shop will sell items in addition to buying them, so busy professionals can shop on their lunch breaks.

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 27 retail locations span throughout the San Francisco Bay Area, Los Angeles, Portland, Seattle, Chicago and New York.

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

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