



FOR IMMEDIATE RELEASE

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Second Pinkghost Designer Toy Shop Opening in Downtown Hollywood

HOLLYWOOD, FL – August 5, 2009 – New Downtown Hollywood business owner Paola Mendez understands all too well the thrill of the hunt that avid collectors experience. Years before she opened her first designer toy store, Mendez herself was a self-confessed “big-time collector.”

Mendez will open her second pinkghost toy store and gallery location, at 1888 Polk Street in Historic Downtown Hollywood, in August. Pinkghost carries the hottest designer toys, including Dunnys, Tokidoki, Uglydolls and Kidrobot products, as well as Threadless graphic T-shirts, handbags, backpacks, limited-edition prints, rock posters, original artwork, and art books by Banksy, OBEY, Tara McPherson, Juxtapoz and Hi-Fructose.

Pinkghost’s variety of collectible merchandise at competitive prices is enough to make grownups and teen-agers alike feel like kids in a candy store.

“We have hard-to-find T-shirts and a lot of other cool stuff,” Mendez said. “We have so many different things that it’s really a broad market.”

She and her sister Andrea have “always been attracted to cute stuff,” recalled Mendez, a serious collector since 2003 whose early interests included merchandise by Sanrio, creator of the popular Hello Kitty brand.

Eventually, Mendez said, “Our collections got so big, our house couldn’t hold it all anymore.”

And so in December 2006, she opened her first pinkghost store, which continues to operate on Las Olas Boulevard in Fort Lauderdale. Mendez sees Downtown Hollywood as being an exciting new opportunity with more and more new restaurants and retailers moving in.

She found the ArtsPark at Young Circle and popular ongoing downtown events to be strong draws, along with community interest in promoting the arts and the helpful pro-business attitude of the City of Hollywood Community Redevelopment Agency (CRA) - Downtown District.

“I see that Downtown Hollywood is definitely growing and becoming a nice area,” Mendez said.

Pinkghost will be open from noon to 7 p.m. daily and until 10 p.m. during downtown events. A grand-opening party scheduled for 7 to 10 p.m. Saturday, September 5th will feature live music by local band Radioboxer, complimentary brownies and goody bags for the first 20 guests. Other upcoming events include a Dunny trading party in September and a solo show by U.K. artist Julie West at 7 p.m. on October 24th.

In addition to pinkghost’s regular schedule of art shows, Mendez hopes to host public events that promote local small business.

For additional information, call 954-616-1304 or visit www.pinkghost.net, which features an online store and details on upcoming events.

For more information on Downtown Hollywood businesses or events, call 954-921-3016 or visit www.downtownhollywood.com.

The Hollywood Community Redevelopment Agency (CRA) was created under the authority of Florida's Community Redevelopment Act of 1969. The CRA's mission is to encourage economic development through the use of tax increment financing by funding development, special projects and enhanced services that address areas of community concern. The Downtown District was established in 1979 to promote Hollywood's central business district including Historic Hollywood Boulevard, Young Circle and nearby residential neighborhoods. The Downtown District is approximately 580 acres and extends from 22nd Avenue on the west to generally 17th Avenue on the east, Johnson Street on the north and Washington Street on the south.

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