



## NEWS

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### Shoreline Lake's Sale of Cool Stuff Kicks Off August 27th

**On August 27-28, just in time for Labor Day & Indian Summer getaways, Shoreline Aquatic Center & Café holds its much anticipated watersports gear and equipment sale**

Mountain View, CA. August 19, 2011 – Silicon Shores Corporation announced today it is once again inviting the public to its 11<sup>th</sup> annual late summer sale of equipment from both the Aquatic Center and Lakeside Café on August 27-28 (from 10-6), which will include a semi-trailer sized selection of watersports gear, vessels and parts, as well as kitchen and other equipment.

This popular and unique event at Shoreline Lake in Mountain View provides locals and others in the know with the opportunity to purchase gently used (usually less than a year old), well maintained equipment for a fraction of the regular price, with the date set so new owners can use their purchases for whatever adventures they plan to enjoy during the Labor Day weekend and throughout Indian Summer.

"We get hundreds of people dropping by, as everyone benefits from this sale," says Christina Ferrari, President of Silicon Shores. "Besides helping us rotate out older equipment to ensure our patrons can focus on enjoying themselves, buyers also get a bargain on normally very expensive gear and parts."

Although inventory varies year to year, those hoping to buy vessels for their own recreational use can usually find kayaks, sailboats, rowboats, windsurfers and the occasional pedalboat and canoe, along with related items, such as wetsuits, lifejackets, sails, booms, fins, rigging supplies and kids' gear. In addition, given the need to maintain Café facilities in tip top shape, commercial grade kitchen and event-related equipment is sometimes available as well.

"Even if all they want is a pedalboat and sturdy grill to use from their dock, buyers know the equipment is in good shape," says Ferrari. "Also, with many vessel manufacturers based on the East Coast, and shipping charges so high, we get calls months in advance from those just getting into watersports or at the intermediate level who want a heads up."

Due to the turnout, Shoreline staff will be at the ready to answer questions and assist buyers in getting exactly what they need. However, no requirement exists to do anything other than enjoy the goings on, or the view and tranquility of the 750-acre wildlife and recreation area. Along with an ice cream cart in the "ballooned" sale area that will offer cold drinks, cookies and other goodies, the Aquatic Center and Café will be in full swing to ensure all can still enjoy the Park and get a bite to eat or take part in the many activities the area offers.

While officially commencing on August 27<sup>th</sup>, anyone unable to make the sale, or who needs gear earlier, can purchase equipment any time. For more information check out the [Gear Sale page](#) or simply call the Boathouse Manager at (650) 965-7474 for details.

#### About Silicon Shores

Headquartered in Mountain View, CA, Silicon Shores Corporation oversees operations of the Shoreline Lake Aquatic Center and the Lakeside Café at the Shoreline at Mountain View wildlife and recreation area. Silicon Shores manages the facilities through a leasing arrangement with the City of Mountain View, which owns the Shoreline Lake park area. This private company, established in 2000, is incorporated in California. For more information, please go to [www.ShorelineLake.com](http://www.ShorelineLake.com).

Contact: Maria Gonzalez, [Gonzberg Agency](#)

Phone: 510.295.4114

[maria.gonzalez@gonzbergagency.com](mailto:maria.gonzalez@gonzbergagency.com)

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