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FOR IMMEDIATE RELEASE

Cal Poly Books To Celebrate Grand Opening Oct. 25

SAN LUIS OBISPO - Cal Poly Books, a satellite store of El Corral Bookstore, will celebrate its grand opening on Friday, Oct. 25.

A ribbon-cutting ceremony will take place at 2 p.m., and there will be refreshments, free gifts and in-store specials throughout the day.

Cal Poly Books is located in the University Square Shopping Center on Foothill Boulevard. The new store will help meet the academic needs of students who live northwest of the campus, according to Frank Cawley, El Corral's manager.

"Demographics show that 54 percent of Cal Poly students - approximately 9,700 - live on or within one mile of campus and are heavily concentrated in the area surrounding the University Square Shopping Center," he said.

The store sells textbooks, technical books, test materials, study aids, course-required supplies and computer software and peripherals to Cal Poly students, staff and faculty members. Cal Poly licensed logo clothing and merchandise is available for purchase by the general public.

"We've opened another satellite store to provide goods and services to a significant segment of our university community that is currently underserved," Cawley said.

A survey of 1,500 students showed that 53 percent of daytime student-foot-traffic is in the northwest quadrant of campus, and 44 percent of those surveyed park in lots in the same vicinity.

"Possible locations to build a satellite bookstore in the northwest quadrant of campus have been explored, but space for such a site will not be available for several years," Cawley said.

The 5,000-square-foot Cal Poly Books at University Square is located in a portion of the space previously occupied by Heilig-Myer Furniture. It is open 9 a.m.-6 p.m., Monday through Friday and noon-5 p.m., Saturday and Sunday.

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