



CHILDREN'S SHOPPING TOUR 2026



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Dear Valued Community Member,

For over 70 years, the Children's Shopping Tour has been a heartfelt tradition that brings joy and changes lives every holiday season.

The Salinas Area Chamber of Commerce Foundation is excited to announce that the 75th Children's Shopping Tour will take place on Saturday, December 12, 2026, from 7:00 a.m. to 2:00 p.m. at Northridge Mall.

Each year, local schools and teachers nominate children, based on need, to participate in this special event. On Shopping Tour day, each child is paired with a volunteer chaperone and receives a gift card to shop for essential clothing. Generous retailers at Northridge Mall offer exclusive discounts, maximizing the impact of each donation.

Thanks to the generosity of donors like you, children receive warm clothing and essentials, not just as gifts but as a reminder that their community cares. **We invite you to be part of this impactful tradition by making a charitable donation or volunteering.**

Checks can be mailed to:

Salinas Area Chamber of Commerce Foundation
119 E. Alisal St., Salinas, CA 93901

The Foundation is a 501(c)(3) nonprofit organization, and your gift is tax-deductible. Tax ID: 77-0071744

Your donation of any amount will support the 2026 Children's Shopping Tour and help purchase essential clothing for children in need.

For more information, please don't hesitate to reach out. Thank you in advance for your generous support!

Francisco Arevalo

CST Vice Chair

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Manny Escarcega

CST Chair

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We are looking for cheerful event volunteers to bring the holiday spirit to life! Scan the QR code to sign up or donate.



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2026 CHILDREN'S SHOPPING TOUR DONATION FORM

Thank you for your continued support. Your donation will have a meaningful and lasting impact on local children in the Salinas Valley.

Organization: _____

Contact name: _____ Donation Amount: _____

Organization Address: _____

Phone: _____ Cell Phone: _____

Signature: _____ Email: _____

Please make checks payable to: Salinas Area Chamber of Commerce Foundation

119 E. Alisal St., Salinas, CA 93901

Tax ID: 77-0071744

For donation inquiries, please contact our CST Chairs or any member of our CST Fundraising Committee, Sam Eastman @ (831) 320-4829, Oscar Avalos @ (831) 296-9867, or Daisy Regalado @ (408) 641-9677

We warmly invite you to experience the joy of this delightful holiday event by volunteering. Help spread the festive spirit to those who are eager to give back.
Thank you for your cheerful collaboration!

Have questions? Reach out to us!

(831) 751-7725

membership@salinaschamber.com