



Under the
Big Top
NOVELTY ★ PARTY ★ CRAFTS



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FOR IMMEDIATE RELEASE

STEP RIGHT UP, STEP RIGHT UP... TO FUN!

Under the Big Top may have a new name, but in no way is a new business concept for owner Mike McClure and his wife Sara. Under the Big Top's name derives from selling items in CARNIVAL BINS loaded with toys and novelties. With Mike's family history in the party business for over 60 years in Sacramento, he is using his experience in retailing to bring back the thrills of five and dime shopping with prices on toys beginning at 4 cents.

Opening October 1st, Under the Big Top will offer party goods, carnival toys, helium balloons, fundraising and event supplies, catering supplies, and novelty items that will allow **LOCAL SHOPPERS** low price choices with a unique shopping experience.

In addition to merchandise, Under the Big Top circus like ambiance will allow spectators to enjoy Big Top's Balloon Center, a mini circus tent in the middle of the store, a gigantic 14 foot popcorn box, enormous rocking horse, climbing pirates, plus many more surprises located in their large retail store located at 5121 College Oak Drive, right off Madison Avenue.

Under the Big Top's desire to be an innovative and creative retailer goes hand and hand with offering inexpensive pricing for parents, teachers and event coordinators. Under the Big Top is creating new jobs within our community, including key manager, Leonora Calderon who has worked in the industry for over 20 years and beginning in 2013 will be offering custom school spirit, party and promotional items.

If you'd like more information, to preview the store before the opening, please contact 916-348-7700 ext 22, email sara@bigtopnovelty.com.



Under the Big Top, Inc.
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Monday-Friday 10a-7p, Saturday 10a-6p, Closed Sunday
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