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High-Impact Petaluma Event Expands After Raising \$20K+ to Fight Fentanyl Crisis: Grand Bazaar Returns October 2–4

PETALUMA, CA — What happens when local history, seasonal shopping, and life-saving community action collide? You get the **Grand Bazaar of Petaluma**—and after a record-breaking year, it's coming back bigger, bolder, and earlier than ever.

Responding to massive crowd turnouts, Giving4Life has officially expanded the premier holiday marketplace to **three days, two full buildings, and 135 curated vendors**. The updated event runs **Friday through Sunday, October 2, 3, and 4** at the Petaluma Fairgrounds, featuring a **free shuttle service** running continuously from the parking areas to ensure seamless access for thousands of expected visitors.

Beyond Shopping: A Proven Life-Saving Mission

While last year's Bazaar drew an estimated 3,000 shoppers and filled the venue with holiday cheer, its true triumph was its real-world community impact. The event raised **over \$20,500 for Micah's Hugs**, a Sonoma County nonprofit tackling the youth fentanyl crisis through stigma reduction, grief support, and crucial prevention education. On-site organizers also put safety directly into the hands of attendees by distributing **14 cases of life-saving Narcan** free to the public.

With 135 vendors signed on and more than 150 raffle items expected from local makers, this year's multi-building expansion is designed to turn seasonal gift-hunting into maximum funding for local families in need.

"This isn't just about finding unique handmade gifts," says co-founder Laurie Banks. "It's about turning our city's incredible community spirit into real resources that save young lives right here in Sonoma County."

Deep Roots, Powerful Purpose

The event is spearheaded by Giving4Life co-founders and lifelong Petaluma natives **Susan Degive** and **Laurie Banks**. Both women carry deep local legacies: Laurie's family roots span generations in local dairy, the iconic Tuttle Drug Store, and Lucchesi Park; Susan's family built historic landmarks like the Women's Club and restored the famous Washoe House.

Together, the duo has built a track record of high-earning charitable events—from *Dancing with the Stars* benefits to regional craft fairs—dedicated to leaving a lasting mark on their hometown.

“Petaluma raised us, and giving back is in our DNA,” says Susan Degive. “The Grand Bazaar proves that when a community comes together, we can create joy, celebrate local talent, and fund critical work that directly protects our kids.”

Event Fast Facts

- **Dates:** Friday, Saturday & Sunday — October 2, 3 & 4
- **Location:** Petaluma Fairgrounds (Expanded into **2 Buildings**)
- **Perks:** **Free parking shuttle**, local food from Sax’s Joint, Santa Claus visits, and high-value prize raffles
- **Impact:** Direct funding and outreach supporting **Micah’s Hugs** and youth safety

Sponsorship packages and a final handful of artisan vendor spots are currently available to local businesses looking to join the cause. Full details, applications, and sponsor information are available at giving4life.org.

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(Interviews with organizers, high-resolution photo packages, and vendor feature lists available upon request.)