

15 MINUTES

A heart for Paradise

The design has become a ubiquitous symbol of Camp Fire solidarity. Found attached to car windows, worn on T-shirts and transferred to Klean Kanteen bottles, the outline of California with superimposed images of a pine tree and a heart placed upon the North State is the basis for 8th Street Clothing, started by husband and wife team Zac and Karen Acker. The Ackers—who attended Chico State and also own 12 Volt Tattoo on East Eighth Street in Chico—said the design was born in the tattoo shop during the first few days after the fire broke out. Zac, a tattoo artist for 21 years, posted it on social media and “it just kind of took off from there,” says Karen, who works at the University Police Department. “People lined up at the door before we opened, calling, emailing, social media, [asking], ‘How can we get this? We need this.’ We had stores contacting us. It was out of control.” Contestants have worn the design in such competitions as *American Ninja Warrior* and the International Restaurant and Foodservice Show of New York, and the Ackers have paid the success forward with various donations benefiting Camp Fire recovery efforts. Merchandise from 8th Street Clothing can be found at Made in Chico, Coast Board Shop in the Chico Mall, Timeless Treasures in Paradise and online at etsy.com/shop/



PHOTO BY ANDRE BYIK

ButteStrong. Zac and Karen recently met the CN&R at 12 Volt to talk shop.

How did you handle the instant popularity and demand?

Karen: It was overwhelming at first. We couldn't keep up. We would get stuff printed and we would say, “OK, we need this,” and we were having it printed locally. “Do it just as fast as possible,” and by the time it was ready, [everything was] already pre-sold.

Zac: We would drop off boxes straight from the printer to retail.

Karen: It was still warm and people were in a line for them.

Why do you think the design has resonated with people?

Karen: I think it's the aesthetic. If you are from this area, went through the fire in any capacity and you see that—it's just immediate what it means. It doesn't need explanation. It doesn't need any words. It

doesn't need a lot of detail. It just kind of is like, that's Paradise. It's going to rise again. It's bigger than anything else.

What types of merchandise do you offer?

Karen: We have sweatshirts. We have hats. We have T-shirts, tank tops for women. We have some wood carvings. Key chains—those have been very popular. The basic decals. We have Klean Kanteens and tattoos.

What's on the horizon for 8th Street Clothing?

Zac: I really don't know. It just depends on where it goes. I don't really have any plans, but it just seems to keep feeding itself. So as long as that's going, we'll be around.

Karen: Locally inspired art is kind of what we've figured out is important to people. It's important to us, too.

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THE GOODS



by
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Back to normal

Welcome back, students! You've been back a week and already the town is bustling again. Not that I'm itching to say goodbye to lazy summer days, but it does feel like life is back to normal when class is in session.

Each new school year comes with news of businesses opening their doors, and this one is no exception. I'm told **Hobby Lobby** held a massive number of job interviews over the weekend and hired at least 30 people to staff its new shop in the old **Toys 'R' Us** building on East 20th Street. While I don't support the business' stances on birth control, I do support employment opportunities. So, there's a bright spot there (just expect to pay for your own pills, ladies).

Over off of Floral Avenue, **United Way of Northern California** just held its ribbon cutting. The nonprofit, based in Redding, serves nine counties, including Butte, and with a Chico office I think we'll begin to see more action locally. Its mission is straightforward: “to fight for the health, education and financial stability of every person in our community.” Right on.

After doing pop-up events for just the past couple months, the plant-based **Pizza Riot** is going brick-and-mortar. It's taking over the spot vacated by **Refuel Nutrition** at the corner of Second and Walnut streets. (Fans of Refuel's protein shakes and other drinks can still find them, just at **JumpStart Nutrition**, at 167 E. Third Ave.)

Casa de Paradiso opened to the public last weekend in the old **Pete's Restaurant & Brewhouse** spot on Carmichael Drive. What a great location for the former Paradise hotspot, just down the hill. Its grand opening and ribbon cutting will be Wednesday (Sept. 4), 5:30–9 p.m. Stop by for a free buffet and booze for purchase.

The Allies Pub opened to the public on Tuesday (Aug. 27) next door to **Bank of America** downtown. More on that in the coming weeks. And just up the street, **The Rawbar Restaurant and Sushi** reopened Monday (Aug. 26) after being closed for two months.

MOVING UP **Gojo Market** on Nord Avenue, owned by **Addis Desalegne**, is now offering **U-Haul** services. There'll be trucks, trailers, hauling equipment, moving supplies and boxes on-site. What's even cooler: You can arrange a rental online and pick it up any time, 24/7.

SO LONG Not all news is good news, of course. With zero warning, **Cold Stone Creamery** downtown closed its doors. The sign on the door says it had been open for 20 years. Best of luck to the family. (And bummer for downtown. The last thing we need is another corner spot left vacant!)

WIN A CAR! Raffle tickets for the annual cross-town rivalry **Almond Bowl** are always a hot commodity, and they're already on sale this year. The prize? Your choice between a 2019 Nissan Kicks or a 2019 Hyundai Kona, courtesy of **Chico Nissan Hyundai**. Tickets are \$20 each, feature **Round Table Pizza** coupons, and can be purchased at Chico High, Pleasant Valley High or Chico Nissan or Hyundai.

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