American Cancer Society, Discovery Shops – The American Cancer Society, Discovery Shops are celebrating their 50th year, Golden Anniversary in California and 26 years in Pleasanton. Since 1965, funds raised by the Discovery Shops of the American Cancer Society, Inc., California Division, have helped to save lives by helping people stay well by preventing cancer or detecting it early when it’s most treatable; helping people get well by being there during and after a diagnosis with comprehensive information and support; by finding cures through groundbreaking discovery; and by fighting back through public policy. Supported by our local communities – through donations, volunteers, and shoppers – the Discovery Shop unique quality resale experience has raised more than $308 million over the past 50 years. There are two Discovery Shops in Pleasanton, a clothing store and a furniture store. The Pleasanton Discovery Shops are located at 1989 and 1991 Santa Rita Road, Pleasanton in the Mission Plaza. 925.462.7374. We are always appreciative of our donors, volunteers and customers!