

**FOR IMMEDIATE RELEASE**

March 26, 2013

**VEVA electric car showcase revs up excitement at The Village at Park Royal**

**WEST VANCOUVER, B.C.** – To address the increasing popularity of electric vehicles and environmental sustainability, the Vancouver Electric Vehicle Association (VEVA) is proud to present an electric car showcase at The Village at Park Royal on April 6 and 7. Whether you are a car enthusiast or are simply looking to learn more, you are sure to discover why the popularity of these vehicles is growing.

“We are excited to have the opportunity to present to the community a range of electric cars and to raise awareness of their environmental and financial benefits,” said David Carley, member of VEVA.

The electric car showcase fits in perfectly with Park Royal's sustainability programs and Whole Foods Market's *Green Mission*. VEVA has already partnered with Whole Foods Market by featuring a 100 per cent battery powered Nissan Leaf in their Park Royal location since the beginning of February 2013.

“We are more than happy to host this car showcase as we believe it is important to promote the use of alternative, sustainable fuels,” said Nancy Small, Director of Marketing and Sustainability at Park Royal. “Choosing an electric vehicle is just one of the many ways that we can reduce our impact on the earth.”

With greener transportation methods becoming increasingly more desirable, this event is a great way to gather information about electric cars and learn about how driving one can help make our environment cleaner.

VEVA's electric car showcase takes place on Saturday, April 6 and Sunday, April 7 from 10 a.m. to 4 p.m. in The Village at Park Royal, on the southeast side of Whole Foods Market. Admission is free. For more information about Whole Foods Market's *Green Mission*, visit [wholefoodsmarket.com/mission-values/environmental-stewardship/green-mission](http://wholefoodsmarket.com/mission-values/environmental-stewardship/green-mission).

**About the Vancouver Electric Vehicle Association**

VEVA is a non-profit society formed by a number of British Columbia electric vehicle enthusiasts in 1988. VEVA advocates the use of electric motors as the primary motive power source for all forms of human transportation from trains, trucks, buses, cars to bicycles and skateboards for a clean, green and sustainable future. Membership is open to the public. Learn more at [veva.bc.ca](http://veva.bc.ca).

**About Park Royal**

Home to over 280 stores and services, Park Royal and The Village at Park Royal feature 1.2 million square feet of high quality retail. Situated at the foot of the landmark Lions Gate Bridge and minutes from downtown Vancouver, Park Royal is at the forefront of fashion and retail in the Lower Mainland. Learn more at [shopparkroyal.com](http://shopparkroyal.com).

-30-

**Media Contacts:**David Carley | Vancouver Electric Vehicle Association | [dcarley@outlook.com](mailto:dcarley@outlook.com)Grant Daisley | Whole Foods Market | 604-678-0500 ext. 260 | [grant.daisley@wholefoods.com](mailto:grant.daisley@wholefoods.com)Amanda Eaton | Park Royal | 604-923-4729 | [aeaton@parkroyal.ca](mailto:aeaton@parkroyal.ca)