

FOR IMMEDIATE RELEASE

August 26, 2013

Go Back-to-School with Park Royal

Love Your Unique Style for a chance to WIN a \$100 gift card

WEST VANCOUVER, B.C. – Park Royal wants to help teenagers head to school in style for the new school year with their back-to-school gift guide and Facebook gift card giveaway. The gift guide highlights the essential must-haves for every teenager for the upcoming school year and the Facebook giveaway will see three lucky winners each walking away with a \$100 Park Royal gift card.

"Teenagers are at the age where they want to express themselves and there is no better way to do that than through clothing and accessories," said Nancy Small, Director of Marketing & Sustainability at Park Royal. "We believe that there is something for everyone at Park Royal and that we should celebrate every side of us. That's why we are offering a back-to-school Facebook gift card giveaway contest to those who can show us their unique, edgy and fun fashion style."

To celebrate the school season, Park Royal's *Love Your Unique Style* back-to-school Facebook gift card giveaway will be on for the whole month of September. All fans have to do is upload their best photo of themselves celebrating their unique style and post it to Park Royal's Facebook page. Park Royal will then choose three winners based on their unique style and creativity on September 30. You can enter the contest here: facebook.com/Parkroyal.

Park Royal's Back-to-School Gift Guide can be found on their blog here: shopparkroyal.com/inside-scoop/stylish-essentials-back-school.

For more information about Park Royal's stores, services and events, visit shopparkroyal.com.

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.

-30-

Media Contact:

Amanda Eaton
Communications Coordinator
604-923-4729
aeaton@parkroyal.ca