

October 24, 2012

# PARK ROYAL

## **Park Royal implements Park Smart program to improve traffic flow**

*Initiatives make it convenient, easy and hassle-free to shop at Park Royal this Holiday season*

**WEST VANCOUVER, B.C.** – With the Holiday season almost upon us, Park Royal is planning ahead with several initiatives to make it easy to visit the popular shopping centre. Free valet parking service, Park Smart Radio and parking helpers are just some techniques Park Royal has brought back in order to make life easier for its customers.

“We know how hectic the Holiday season is, so we are putting ourselves in our customers' shoes to make their shopping experiences at Park Royal as easy, convenient and pleasant as possible,” said Nancy Small, Director of Marketing and Sustainability at Park Royal. “These initiatives will ensure that customers can navigate around Park Royal so they can find parking as easily as possible.”

Some of Park Royal's initiatives include:

- **Free Valet Parking Service:** Drop off your vehicle in safe and professional hands – weekends only until the full-time schedule starts in early December. Drop-off zone is located on Park Royal South, just west of The Keg.
- **Park Smart Radio:** Tune in to 92.5 FM to find one of our 4,400 parking spaces
- **Parking Lot Helpers:** Watch out for individuals in branded bright yellow jackets, who will be more than happy to answer any questions you might have
- **Longer Shopping Hours:** Starting December 1, Park Royal will implement longer shopping hours so that customers can have more days available to shop late

Park Royal is the second largest shopping centre in Metro Vancouver and experiences large amounts of traffic volume on a daily basis. The addition of two new intersections with signalized traffic lights – one at Marine Drive and the other at the main Village intersection within Park Royal – as well as improved transit use with bus priority lanes and new bus shelters, will also enable customers in getting around Park Royal faster and more efficiently.

“We are not only undergoing an exciting expansion here at Park Royal, but we are also a major traffic hub in West Vancouver, so we have to work even harder than other shopping centres to ensure our customers can seamlessly park and shop,” added Nancy Small. “Our unique Park Smart program will drastically improve traffic flow inside Park Royal and alleviate parking pressures that are common this time of year.”

For more information about Park Royal's Park Smart program, visit [parkroyalconnected.com](http://parkroyalconnected.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 and The Village at Park Royal are at the forefront of fashion and retail in the Lower Mainland. Learn more at [shopparkroyal.com](http://shopparkroyal.com).

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