

FOR IMMEDIATE RELEASE

November 21, 2012

PARK ROYAL

Come Together for the Holidays at Park Royal

Experience the fun-filled, family-friendly events at Park Royal this Holiday season

WEST VANCOUVER, B.C. – It's beginning to look a lot like the Holidays at Park Royal! Experience the many ways that families can come together for the Holidays with several events that will be sure to put a smile on the faces of parents and children alike.

"We are delighted to celebrate another Holiday season and welcome shoppers to celebrate with us," said Nancy Small, Director of Marketing and Sustainability at Park Royal. "We have brought back many of our popular Holiday events, such as gingerbread house decorating and excerpts from the Nutcracker with the Goh ballet. But we have also added some unique new events that are sure to be favourites with shoppers, such as pet photos with Santa Claus and live ice carving. There is sure to be something for everyone this Holiday season at Park Royal."

Park Royal is also encouraging shoppers to bring in a non-perishable food item or cash donation for Food Bank Day. Those who do will receive a free Santa Photo CD.

The following is a summary of Park Royal's Holiday events:

The Arrival of Santa Claus

Santa Claus will make his grand entrance in the Santa's Arrival parade on November 24 at 11 AM at Park Royal North. The first 100 children to get their photo taken with Santa on that day will receive the classic storybook: *A Christmas Carol*. Create-a-Craft will also be on-site doing holiday kids crafts from 12 PM to 3 PM.

Santa Claus Photos

Santa Claus is available for photos at a variety of times starting November 24. Everyone who gets their photo taken with Santa will receive three Holiday treats: a candy cane, an ornament and a pair of reindeer antlers. Children may also enter Park Royal's Holiday Colouring Contest for the chance to win a \$25 gift card. For specific dates and times regarding Santa Claus photos, visit shopparkroyal.com.

Pet Photos with Santa

A new tradition at Park Royal, your pet can now pose for a photo with Santa too! Bring your pet in on December 11 and 18, between 5 PM and 8 PM.

Holiday Kids Zone

Starting December 1, Santa's helpers will host a Holiday Kids Zone from 12 PM – 6 PM daily in Park Royal South, on the second level, next to the Toy Jungle. Kids can enjoy holiday movies, crafts, games and holiday readings.

Gingerbread House Decorating

Santa's helpers will host gingerbread house decorating from 11 AM – 3 PM on December 2 and 15 at Park Royal South, Centre Court. Come and show off your decorating skills!

Holiday Storytime at Park Royal (3-5 years)

Celebrate the winter season with a half-hour of stories, puppets, songs and action rhymes for the whole family! Thursdays at 1 PM, running December 6 to 20 at Park Royal South, on the second level, next to the Toy Jungle.

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Food Bank Day

On December 7, shoppers will receive a FREE Santa Photo CD (valued at \$10) when they bring in a non-perishable food item or cash donation to Park Royal North, Centre Court. All proceeds will support local food banks.

The Goh Ballet Excerpts from the Nutcracker

The Goh Ballet will present an enchanted preview of the must-see holiday classic *The Nutcracker* on December 8 from 12 PM – 3 PM at Park Royal South, Centre Court.

Live Ice Carving

On December 8 and 15, Keeper's Crossing in The Village at Park Royal will present a live Holiday ice carver from 1 PM – 4 PM. Be amazed as he diligently works on his next Holiday creation right before your eyes.

Live Musical Sounds of the Season

Park Royal will not be shy of live music throughout the holiday season. Visit shopparkroyal.com for a full list of music that will be featured at Park Royal this Holiday season.

Longer Shopping Hours

Starting December 1, Park Royal will implement longer shopping hours so you can have more days available to shop late.

Free Sustainable Shopping Bags

Be sure to pick up a Park Royal sustainable shopping bag this Holiday season at the Guest Services Hubs North or South. Starting December 1, only while quantities last.

Free Gift Wrapping

Finding time to shop during the Holidays can be difficult, but gift wrapping doesn't have to be. Starting December 1, Park Royal is offering complimentary gift wrapping. Donations are welcomed and will go to Rockridge Secondary School's Interact Club.

Santa's Traffic Helpers

Keep your eye out for individuals in branded bright yellow jackets who will be more than happy to answer any questions you might have this Holiday season.

Valet Your Sleigh

Spend more time getting your shopping and errands done and less time finding parking. Park Smart at Park Royal with the convenience of our FREE valet parking service. Drop off your vehicle in safe and professional hands at Park Royal South, just west of The Keg.

Park Smart Radio

Tune into 92.5 FM to find out the latest in traffic and parking information.

For more information, visit shopparkroyal.com/campaigns/come-together-holidays-park-royal.

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.

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