

MEDIA ADVISORY

June 18, 2012

PARK ROYAL

FOR THE LOVE OF SHOPPING AT THE VILLAGE AT PARK ROYAL

The Village shop event offers unique experiences from your favourite stores!

WEST VANCOUVER, B.C. – Media are invited to The Village at Park Royal to experience our first annual *For the Love of Shopping* event. This is the North Shore's equivalent to *The Gastown Shop Hop* event and is sure to draw a crowd of shoppers looking for a unique shopping experience, such as having your fortune read at Kiss and Makeup or \$10 gift card giveaways from Nike.

- Kick-off your shopping frenzy by stopping by the North Shore Credit Union to get your *Passport to Love*
- Indulge in some buttery popcorn as you make your way from store to store to collect stickers for your passport
- Take a break from shopping and listen to our live solo Latin guitarist, Doug Towle
- Once all the stickers are collected on your retail passport, bring it back to the North Shore Credit Union to enter for your chance to win a \$200 Park Royal gift card
- End your evening by heading over to one of The Village's restaurants to enjoy some great eats and drinks

For more information and to see a full list of participating stores and their deals, visit <http://www.shopparkroyal.com/campaigns/love-shopping>.

WHAT: Media are invited to The Village at Park Royal for the shop event *For the Love of Shopping*

WHEN: Thursday, June 21, 2012 from 5:30 PM to 9:00 PM

WHERE: The Village at Park Royal (the starting point is at the North Shore Credit Union to pick-up your *Passport to Love*)

RSVP: Please RSVP to aeaton@parkroyal.ca by **Wednesday, June 20**

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.

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