

# PARK ROYAL

**For immediate release  
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## **POPULAR AMERICAN CHAINS PINKBERRY AND ZUMIEZ TO OPEN THEIR FIRST CANADIAN LOCATIONS AT PARK ROYAL THIS SPRING**

*Landmark North Shore centre quickly becoming the destination for savvy customers across the Lower Mainland*

**West Vancouver, B.C.** – Park Royal continues to add to its impressive retail offering in 2011. Today, the Lower Mainland’s premier shopping location, announced that frozen yogurt retailer [Pinkberry](#) and Seattle-based skate and snowboard shop [Zumiez](#) (pronounced Zu-meez) will open this spring. Over the past two years, Park Royal has been focusing on attracting popular brands and retailers, many of whom are opening their first and only Canadian locations there.

“We’ve got a lot of great things on the horizon this year at Park Royal and The Village,” said Rick Amantea, Vice President at Park Royal. “We’re meeting the evolving needs of customers from across the Lower Mainland and the Sea-to-Sky corridor, and solidifying our position as the destination shopping place for everything from designer décor and fashion to electronics and delicious treats.”

Pinkberry has taken the United States by storm. Its low-fat alternative to traditional ice cream is fresh, light and delicious. Made from fresh, high quality ingredients, this guilt-free indulgence is extremely popular with celebrities such as Paris Hilton, Justin Bieber and the Beckams to name a few. Expect long lines that extend down The Village stroll when Pinkberry opens its doors in July.

Zumiez caters to youth ages 12 to 24 and features a variety of men’s and women’s clothing, action sporting goods, footwear and accessories. The new store will be more than 2,700 square feet and is located in Park Royal South, right next to the food court. Zumiez carries popular brands such as 686 Outerwear, Burton, DC, Dakine, Etnies, Fallen, Girl, Nomis, Osiris, Roxy, Skullcandy, Vans and Volcom. Zumiez plans to open in May.

Attracting a greater number of retailers for young trend setters is a priority for Park Royal.

“Young shoppers are especially savvy and love having exclusive access to retailers that were traditionally available only in the United States,” said Amantea. “We’re confident that both of these stores will become a destination for many Vancouverites.”

In addition to Zumiez and Pinkberry, Park Royal also announced several other store openings in 2011, including:

- Zing Paperie is adding to their Coal Harbour location, opening in The Village in April
- the first North Shore location of L’Occitane En Provence (Park Royal South, May)
- Soft Moc, which is expanding its store (re-opening in May, Park Royal South)
- Victoria-based Rogers Chocolate (July in The Village)
- Best Buy Mobile (July, Park Royal South)

For more information and to sign up for updates about Park Royal and The Village at Park Royal visit the Inside Scoop blog at [www.shopparkroyal.com](http://www.shopparkroyal.com). You can also follow [@ShopParkRoyal](https://twitter.com/ShopParkRoyal) on Twitter and become a fan on [Facebook](https://www.facebook.com/ShopParkRoyal).

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### **About Park Royal**

Park Royal and The Village at Park Royal features 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 Vancouver. For information on Park Royal's stores, events and special deals go to [www.shopparkroyal.com](http://www.shopparkroyal.com) or download the free "Shop Park Royal" mobile app, available on iTunes.

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