

# PARK ROYAL

Media Advisory  
December 1, 2011

## **Park Royal raises more than \$22,000 during its second annual Starry Nights shopping event**

*One hundred per cent of the money to be distributed among local charities and community groups*

**West Vancouver, B.C.** – The weather outside may have been frightful, but inside Park Royal shoppers' hearts were glowing during the second annual Starry Nights event. The event was a tremendous success, raising more than \$22,000 to support local charities and community groups.

The two-day event – held on November 22 at Park Royal North and November 29 at Park Royal South – drew more than 2,000 people from the North Shore and across the Lower Mainland.

“It was so heartening to see such a huge number of people come out and support the North Shore community,” said Nancy Small, Director of Marketing and Sustainability at Park Royal. “Thanks to all of our retailers who helped make this year’s Starry Nights event such a tremendous success.”

“But most importantly, we would like to thank the customers – their support will help fund important programs and services in our community,” said Small.

Starry Nights continues Park Royal’s 60-year commitment of helping local communities grow and flourish. One hundred per cent of the money raised by the ticket sales will go directly to local charities and community groups.

Last year, the event raised more than \$10,000.

For more information on all of Park Royal’s 2011 holiday event and special offers, visit [www.shopparkroyal.com](http://www.shopparkroyal.com) or download the free “Shop Park Royal” mobile app at iTunes.com.

### **About Park Royal**

Park Royal Shopping Centre and The Village at Park Royal features 1.2 million square feet of high quality retail set in a regional shopping centre and an adjoining outdoor shopping centre. Situated at the foot of the landmark Lions

Gate Bridge and minutes from downtown Vancouver, Park Royal is celebrating its 60<sup>th</sup> year in business in 2010 and continues to play an active role in the community. 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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