

PARK ROYAL

Media Advisory
November 5, 2010

Starry Nights Encourages Shoppers to Give Back

Exclusive holiday shopping event at Park Royal projected to raise \$50,000 for local charities and community groups

West Vancouver, B.C. – On November 29 and 30, 2010 Park Royal invites shoppers to “Starry Nights” – an exclusive event in support of local charities and community groups. Retailers will be offering special discounts while shoppers are treated to a refined holiday shopping experience complete with live entertainment, complimentary wine and cheese lounge and chocolate stations, gift wrapping, and much, much more.

The event also celebrates Park Royal’s 60th anniversary. Since opening its doors in 1950, the shopping centre has been a major community partner, helping local communities grow and flourish. This event continues that commitment, with 100 per cent of the ticket sales going directly to local charities and community groups.

Date: Monday, November 29 (Park Royal North)
Tuesday, November 30 (Park Royal South)
Time: 7:30 p.m. to 10 p.m.
Location: Park Royal Shopping Centre, West Vancouver

Tickets are available directly through local charities and community groups, and at the Park Royal Guest Services Desk. Prices start at \$10 for one evening and \$15 for both evenings.

Retailer discounts include:

- purchase \$50 Aveda Products and get 20 per cent back in gift cards
- twenty-five per cent off of any Banana Republic purchase over \$100
- twenty per cent of any one item at Park Royal’s new H&M store
- give-a-ways and door prizes at Blue Ruby
- twenty per cent off of all clothing at Moule
- free gift with any purchase more than \$100 at Nine West

For more information on the event and a full list of retailer discounts, visit www.shopparkroyal.com/starry-nights 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 60th 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 or download the free "Shop Park Royal" mobile app, available on iTunes.

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For more information, please contact:

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