



Media Release

For Immediate Release
December 1, 2011

CPA partners with BRZs on Holiday Parking Elves campaign

Parking Elves to randomly select Calgarians to receive free on-street parking in December

The Calgary Parking Authority (CPA) is partnering with the Kensington, Uptown 17th, 4th Street and Inglewood Business Revitalization Zones (BRZ) to run a Holiday Parking Elves campaign.

Holiday parking elves will offer up to two hours worth of free on-street parking to randomly selected visitors to Kensington, Uptown 17, 4th Street and Inglewood on December 3, 10 and 17 starting at 11:00 a.m.

"We're hoping this campaign will encourage people to experience these great shopping and business districts," said Troy McLeod, CPA General Manager. "The Parking Elves are a fun way to engage customers, provide complimentary parking and promote our business community."

To qualify for two hours of free on-street parking, visitors must approach a Holiday Parking Elf and request a free parking session before they make a parking payment. The elves will also randomly select visitors and offer free two-hour on-street parking sessions on behalf of the CPA and BRZ.

Patrons will also receive a Holiday Parking Elves business card and candy cane to identify that they have been selected for free parking.

"Calgary's Business Revitalization Zones are an important part of what makes our city unique," said Annie MacInnis, Executive Director of Kensington BRZ. "This campaign is a great way to motivate Calgarians to visit the unique stores, restaurants and other businesses our areas have to offer."

A total of 2,500 free parking sessions will be given out by the elves during the campaign. Elves will record the time, zone number and license plate information for each patron who receives a free parking session. This information will be added to CPA's ParkPlus payment database.

The campaign aims to increase the number of visitors to these areas during the holiday season and spread holiday cheer from the CPA and participating BRZs.

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Media Contacts:

Shelley Trigg, Public Relations Coordinator
Calgary Parking Authority
403-537-7099 403-540-6867 (cell)
email: shelley.trigg@calgaryparking.com

Jennifer Schultz, Public Relations Assistant
Calgary Parking Authority
403-537-7098 587-897-2615 (cell)
email: jennifer.schultz@calgaryparking.com

Annie MacInnis, Executive Director
Kensington BRZ
403-283-4810
email: kensingtonbrz@shaw.ca

Jennifer Rempel, Executive Director
4th Street BRZ/Lilac Festival
403-229-0902
email: jennifer@4streetcalgary.com

Barb Stein, Executive Director
Uptown 17th BRZ
403-245-1703
email: uptown17@telusplanet.net

Rebecca O'Brien, Executive Director
Inglewood BRZ
403-266-6962
email: info@calgary-inglewood.com



Photo

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Holiday Parking Elves offer free on-street parking in December

On December 3, 10 and 17, holiday parking elves will be offering complimentary two hour on-street parking in Kensington, Inglewood, Uptown 17th and 4th street Business Revitalization Zones (BRZs). The campaign aims to increase the number of visitors to these areas during the holiday season and spread holiday cheer from the CPA and participating BRZs.

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