



## **Yorkdale makes parking easier**

*Apps, online parking cameras, free valet parking and TTC promotions bring joy to shoppers this holiday season*

**Toronto, ON (December 6, 2011)** – Even when it comes to parking, Yorkdale does it in style. This holiday season, Canada’s premiere fashion shopping destination is reminding shoppers that parking can be easy – with a little help from the holiday elves at Yorkdale.

“We know that easier parking tops every shopper’s wish list during the busy holiday shopping season,” says Anthony Casalanguida, General Manager of Yorkdale Shopping Centre. “Yorkdale has a number of good tidings – from mobile apps to online video of our parking lot to free valet parking – to help our customers get to their favourite stores in less time and with less stress.”

### **Tech the Halls for Easy Parking**

In addition to announcing the latest promotions and contests, the [Yorkdale App](#) updates shoppers every 15 minutes on the best areas of the parking lot to find a space. The free App is available for iPhone, Blackberry and Android devices. What’s more, all Yorkdale parking entrances are equipped with computerized tabulators, which reveal the number of available parking spots. This means that you’ll know where spots are available to get parked and into the mall faster. Yorkdale is the only shopping centre in the GTA to offer a parking app for shoppers.

Want a live look at parking before you leave home? A live streaming video of upper deck parking is available on [www.yorkdale.com](http://www.yorkdale.com) and through the Yorkdale App. Frequent [#parkingcanbeeasy](#) updates from [@YorkdaleStyle](#) on Twitter will help social media savvy shoppers get parked quicker.

### **Free Valet Parking**

By shopping early on weekdays or later in the evenings, you can avoid holiday congestion and parking woes. From December 1<sup>st</sup> through January 8<sup>th</sup>, shoppers that spend \$50 or more will receive free valet parking for the first and last two hours of [centre hours](#). Valet is also complementary for MasterCard World and World Elite cardholders for the month of December. At all times, valet parking at Yorkdale is an affordable luxury. Visit the P1 parking deck below Holt Renfrew and let Yorkdale park your car for just \$8. You’ll get shopping faster, and into a warm, dry car for the ride home.

### **\$10 Gift Card with Your TTC Family Day Pass**

Sometimes leaving the car at home is the gift that keeps on giving. From December 1<sup>st</sup> to January 8<sup>th</sup>, shoppers that travel to Yorkdale with a [TTC Family Day Pass](#) will receive a \$10 Yorkdale gift card. Simply present your valid pass with same-day receipts totaling \$50 at the customer service kiosk (located near Timothy’s World Coffee) and receive your holiday cheer!

### **About Yorkdale Shopping Centre**

With more than 225 shops and services including Holt Renfrew, Yorkdale Shopping Centre is Canada's premier fashion destination. Yorkdale is managed by Oxford Properties and owned by Alberta Investment Management Corporation (AIMCo), on behalf of its clients, and Oxford Properties Group. Dedicated to sustainability, Yorkdale's 1.45 million square feet has received more than a dozen prestigious awards and recognition for creating a balance between sustainable environmental programs and a unique shopping experience since 2001. Yorkdale is located at 3401 Dufferin Street, off Allen Road, near the 401. For more information, visit [www.yorkdale.com](http://www.yorkdale.com).

- 30 -

**For more information, or to schedule an interview with Anthony Casalanguida or Lucia Connor on how to make shopping and parking easy this holiday season, please contact:**

Jennifer Kaiser/ Maria Cortellucci

Media Profile

416-342-1817/ 416-342-1851

[jennifer.kaiser@mediaprofile.com](mailto:jennifer.kaiser@mediaprofile.com)/ [maria.cortellucci@mediaprofile.com](mailto:maria.cortellucci@mediaprofile.com)