



Media Advisory

For Immediate Release
July 12, 2007

Calgary Parking Authority Launches Revolution in Parking for Calgary

Downtown Calgary becomes the preview site for one of the world's most innovative solar powered pay parking systems. **ParkPlus System** will significantly increase the number of short term parking spaces in downtown Calgary. Join Deputy Mayor Madeleine King, Alderman Druh Farrell, Calgary Downtown Association Executive Director Maggie Schofield and the Calgary Parking Authority as they unveil a new era in high tech parking for Calgary.

WHEN: Thursday July 19, 2007
10:30 am

WHERE: SW corner of 6th Street and 8th Ave SW (*In front of Western Canadian Place*)

WHO: Deputy Mayor Madeleine King, Ward 7 Alderman Druh Farrell, Calgary Downtown Association Executive Director Maggie Schofield, Calgary Parking Authority Chair Steve Engel, and Calgary Parking Authority General Manager Dale Fraser.

PARKING: Courtesy media parking provided at Centennial Parkade, 620-9th Ave S.W. Enter the parkade via 5th Street or 9th Avenue.

Media kits, broadcast quality video and camera ready photos will be available. All participants at the launch will be available for interviews and for live broadcast opportunities.

FOR MORE INFORMATION CONTACT:

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