

## photo / media advisory

### Parking gets “green” at Kingsway Mall

All media are invited to take photos or video at the following event on **WEDNESDAY, OCTOBER 20, 2010.**

**WHAT:** Kingsway Mall opens Edmonton’s first mall “green parking spaces”. There will be Smart Cars parked in some of the 5 stalls being made available to drivers of hybrid vehicles. Children from various schools dressed in green t-shirts will plant trees to celebrate the primo parking spaces now reserved for the Mall’s greenest customers.

**WHEN:** 10 a.m. **KINGSWAY MALL**  
109 Street and Kingsway

**WHERE:** Kingsway Mall  
West side of the mall’s main entrance #1

**WHY:** Kingsway Mall is committed to sustainability and is showing it with the addition of prime designated parking for customers with environmentally friendly cars. Wednesday marks the start of “green” mall parking in Edmonton and a celebration honouring people who drive hybrid cars to Kingsway Mall.

Additionally, several school children, decked out in special edition Kingsway green shirts will be on hand to take part in this new venture and cheer on the latest in Kingsway Mall’s customer initiatives. Each school will receive a large evergreen tree for planting at their school following the opening.

**For further information contact:**

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