



PARK
NEW HAVEN

For Immediate Release

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Free Parking Now On the Menu at 16 Downtown Eateries

Park New Haven Announces Connecticut's First Free Parking Validation Program for Restaurants



Artist Rendering of Billboards on I-91 & I-95 in New Haven promoting the new Free parking program offered by Park New Haven and participating downtown restaurants.

NEW HAVEN, Conn. — (October 1, 2013) — Park New Haven, which maintains and manages over 8,000 public parking spots across 7 garages and numerous surface facilities in Downtown New Haven, together with New Haven's best restaurants is pleased to announce the Downtown Restaurants Parking Partnership program.

The program gives dining patrons free validated parking in the Temple or Crown Street Garages at a diverse assortment of participating downtown eateries. This partnership is the first of its kind in any city in Connecticut, and continues a long track record of improvements and forward thinking in the way people interact with parking in the City of New Haven over the last few years.

"New Haven is known across the nation for its superb dining options and people from all over come here to enjoy what we have to offer. Taking down the perceived barrier of the cost of parking to go out to dinner further extends the Elm City's welcome to diners from around the state and the region," noted New Haven Mayor John DeStefano, Jr. "Park New Haven is helping to

change the overall experience of parking when someone comes downtown to go out to dinner, and we're excited to be a part of it," added DeStefano.

As a part of the effort, Park New Haven is also launching a robust media campaign utilizing both billboards on I-91 and I-95 and radio advertising in the Greater New Haven area. New Haven-based strategic marketing firm, Mascola Group was responsible for designing and executing the new campaign which will run through the remainder of the year.

"We see this program as a game-changer for both our downtown restaurants, and for those coming into New Haven for dinner", said Acting Executive Director for Park New Haven, David B. Panagore. "We were challenged by our Board of Directors, led by Chairman Matthew Nemerson, to think outside the box and it led our team to creating this truly one of a kind program with support from our downtown restaurants, Town Green Special Services and Market New Haven," added Panagore.

The cost of the program is funded through a 50/50 split between Park New Haven and each participating restaurant, with each restaurant paying for a \$4.00 validation per patron who parks in one of the two Park New Haven downtown garages. The special \$0 Restaurant Rate will begin each evening at 4 PM and runs until 10 PM. Dining patrons may leave their cars in the garage and enjoy Downtown New Haven up until 3 AM.

For more information and a complete list of participating restaurants please visit www.parknewhaven.com

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About Park New Haven

Park New Haven proudly serves the people of New Haven and its visitors with over 8,000 economical public parking spaces at the Air Rights, Crown Street, Temple Street, Temple Medical, Granite Square, Gateway Community College, and Union Station Garages, and at numerous surface facilities conveniently located in downtown New Haven and in surrounding residential neighborhoods. Additionally, Park New Haven serves the well-being and economic development of the New Haven community by providing financially self-sustaining, safe, convenient and economical off-street parking and related services. For more information on Park New Haven, please visit www.parknewhaven.com