



## **CITY CENTER LEHIGH VALLEY AND DOWNTOWN ALLENTOWN MERCHANTS TO PROVIDE FREE PARKING IN PPL CENTER DECK FOR RETAIL AND RESTAURANT PATRONS**

### **Downtown Valet Parking Now \$6 at All Times With Validation From Participating Business**

**Allentown, PA, April 29, 2015** – City Center Lehigh Valley, a major mixed-use development in downtown Allentown, and several downtown Allentown merchants announced today that they will provide free parking in the PPL Center deck to customers who make a purchase at a participating business. The group also announced that valet parking in downtown Allentown will now cost \$6 at all times with a validation from a participating business. Both parking programs are effective immediately.

Under the free “Park & Shop” program, drivers can enter the PPL Center deck from Linden Street, take a ticket and park on a first-come, first-served basis. When they make a purchase at a participating restaurant or store and show their ticket, they will be given a second ticket, which will be accepted as full payment for parking when they leave the deck. When there is an event at PPL Center, Park & Shop drivers will pay to park in the PPL Center deck but can have the price of parking discounted from their bill at a participating business when they show their parking receipt.

In addition, downtown valet parking will now cost \$6 at all times, including PPL Center event days and non-event days, with a validation from a participating business. Valet parking will cost \$20 at all times without a validation. Valet kiosks are located along Hamilton Street in front of ROAR Social House and Two City Center and on Seventh Street in front of The Dime.

Participating businesses in the Park & Shop and valet parking program include: ROAR Social House & HUSH, The Hamilton Kitchen & Bar, The Dime, Tony Luke’s, Crust, Tim Hortons, Chickie’s & Pete’s, Sorrelli, Minuteman Press, Assembly 88 and The Archive as well as soon-to-open merchants Starbucks, Shula’s Steak House and Ruby’s Floral Factory. More participants will be added to the program in the coming weeks. Businesses interested in joining the program



can contact City Center Tenant Services Manager Liz Fronheiser at [lizf@citycenterlehighvalley.com](mailto:lizf@citycenterlehighvalley.com).

“With the recent launch of The Shops at City Center and all of the fantastic restaurants in downtown Allentown, it’s our pleasure to offer free parking in the brand new PPL Center deck to customers who support these businesses,” said Judy Woosnam, president of City Center Management Company. “With the arrival of warmer weather, it’s our hope that more and more people will come enjoy these great places downtown, whether they’re shopping at one of our unique stores, eating a terrific meal with friends or enjoying live music with a handmade cocktail.”

Additional City Center and Allentown Parking Authority decks will be added to the Park & Shop program in the near future.

**About City Center Lehigh Valley:**

City Center Lehigh Valley is a major mixed-use development that is helping transform downtown Allentown, Pennsylvania, into one of America’s most vibrant urban communities and a regional center of excellence for business, culture and metropolitan living. With Allentown’s new arena, PPL Center, at its core, City Center includes three Class A office towers, the Renaissance Allentown Hotel and The Shops at City Center as well as upscale restaurant space, loft-style office space and a coworking space called Velocity. City Center is constructing Strata Luxury Flats and additional restaurant and retail space by late 2015 – a total investment of \$400 million. Visit [www.citycenterlehighvalley.com](http://www.citycenterlehighvalley.com) to learn more.

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