



PRESS RELEASE

COMPLIMENTARY VALET PARKING PROGRAM WELCOMES VISITORS TO PARK AVENUE AS CITY EXPERIENCES GROWTH

WINTER PARK, Fla., a nationally recognized Crown Community Award winner

(May 4, 2005) - The Winter Park Chamber of Commerce and the City of Winter Park are pleased to announce the commencement of complimentary valet parking service for Park Avenue patrons and merchants.

Valet parking services for Winter Park's central business district are scheduled to begin Monday, May 15, 2005. Services will be offered from 8:30 a.m. to 11 p.m., Monday through Saturday, and from 12 noon to 10 p.m. on Sunday.

Two separate valet parking stations will be located near Park Avenue. The "north station" will be located on Canton Avenue just one-quarter block east of Park Avenue. The "south station" will be located on New England Avenue just one-quarter block west of Park Avenue across from the Central Park Rose Garden.

According to Chip Weston, Director of Economic and Cultural Development for the City of Winter Park, "Park Avenue has been known for generations for its ambiance and wonderful customer service. We feel that a free, professional valet service will enhance the work, pleasure, event, and shopping experience in our beautiful village center."

Sam Stark, President and CEO of Winter Park Chamber of Commerce shares, "Valet parking is the missing piece to the parking options in downtown Winter Park. This operation will once again make Park Avenue a much more desirable shopping and dining venue than the malls."

In addition to complimentary valet parking services, the City of Winter Park has also been proactive by initiating a comprehensive "wayfinding" signage program to be completed over the coming months. The new signage program will help direct visitors to the valet parking service and various public-parking locations.

These initiatives are taking place in anticipation of a significant amount of construction that has already started or will begin over the next three years. New construction projects will also add a significant number of additional parking spots.

For more information regarding available parking in the beautiful City of Winter Park, please visit www.cityofwinterpark.org and click on Living in Winter Park / Maps.