

Downtown Kalamazoo Incorporated  
141 E. Michigan Ave STE 501  
Kalamazoo, MI 49007

FOR IMMEDIATE RELEASE

December 16, 2014

### **Free Parking Thursdays in the Epic Ramp Boosts Holiday Sales**

Beginning November 20<sup>th</sup>, Central City Parking in collaboration with Downtown Kalamazoo Incorporated began a "Free Parking Thursday" in the Epic Ramp. Free parking will run through December 25<sup>th</sup>.

"We know that easy, accessible parking is important to all of our downtown businesses, whether it is retail, restaurants, entertainment, services or the arts," says Steve Deisler, President of Downtown Kalamazoo Incorporated. "This initiative is part of an overall grassroots holiday promotion strategy to drive business into the core shopping area of Kalamazoo. We were glad that this holiday Central City Parking was able to partner with us this time in support of downtown."

In early September, local business leaders – Chris Crowell- Gazelle Sports, Bill VanDis-V&A Bootery, Carl Brown-Roguebotic, Bob Lewis – The Union, and Susan Terranella – Cakes Boutique, joined forces with Downtown Kalamazoo Incorporated, Downtown Kalamazoo Retail and Restaurant Association, Rhino Media Productions, Brakeman Designs, and the Arts Council of Greater Kalamazoo to develop a comprehensive, multi-media campaign to wow visitors and shoppers.

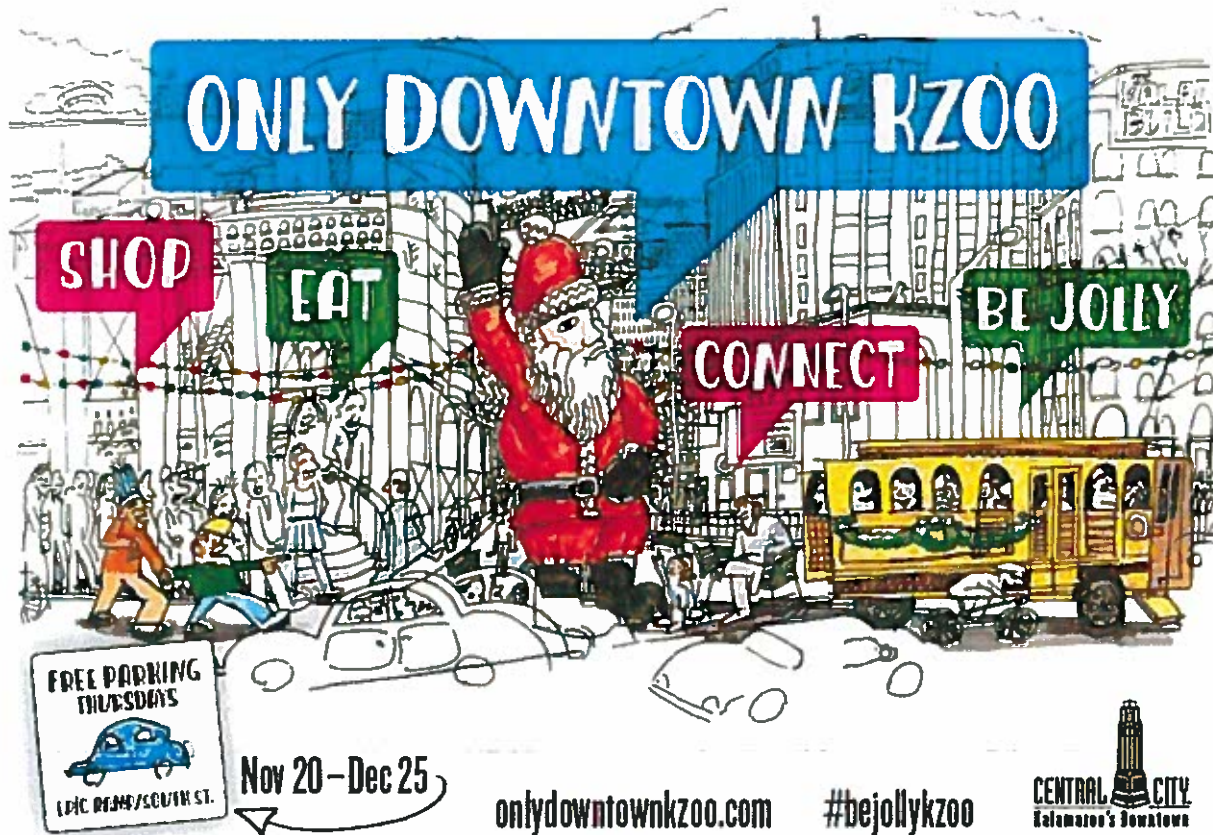
"Downtown Kalamazoo has always been the place to come during the holiday season. With the festive lights in Bronson Park and the Kalamazoo Mall, Santa Claus in Mall Plaza and all of the great places to eat and shop, we wanted a campaign that captured the spark of our great downtown, says Bob Lewis. "And the Only Downtown/Be Jolly campaign is fantastic!"  
[onlydowntownkzoo.com](http://onlydowntownkzoo.com)

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“We have told everyone we know about Free Parking Thursday and have received great feedback,” says owner of Bella Patina, Michelle McDade. “They are very appreciative in knowing where they are going to park when coming downtown on Thursdays this holiday season. Thank you”

As of Thursday, December 11<sup>th</sup>, traffic in the Epic Ramp was up 170% on Free Parking Thursdays. “We have had a great response to free parking Thursday from all of our customers,” says owner of Terrapin, Jeffery Neal. “What a great incentive to come Downtown. Thank you Central City Parking and Downtown Kalamazoo.”

For more information about Free Parking Thursday and Only Downtown Kzoo, visit [onlydowntownkzoo.com](http://onlydowntownkzoo.com)



[onlydowntownkzoo.com](http://onlydowntownkzoo.com)

#bejollykzoo



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**Sponsors:** The Only Downtown Kzoo Holiday Campaign would not have been possible without the generosity of the sponsors and collaborators who are helping make this holiday season great for downtown. They are: Irving S. Gilmore Foundation, Downtown Kalamazoo Restaurant and Retail Association, Radisson Plaza Hotel/Greenleaf Hospitality Group, Millennium Restaurant Group, Gazelle Sports, V&A Bootery, Arts Council of Greater Kalamazoo, Central City Parking, Rhino Media Productions, Adams Outdoor Advertising, Brakeman Designs.

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