



December 4, 2009

**FOR IMMEDIATE RELEASE:**

**Waterfront Development Corporation Ltd to offer free waterfront parking for CarShareHFX vehicles**

Waterfront Development Corporation Ltd announced today that it will offer free parking on the Halifax waterfront for all CarShareHFX vehicles. The offer is a public statement of WDCL's support for green initiatives in the community.

Colin MacLean, President and CEO of WDCL, was one of nine sponsors of parking space to CarShareHFX when the company first opened last year. "Supporting initiatives like CarShareHFX that create green, active living options for our city and our waterfronts is important to WDCL," MacLean says.

Now, MacLean and others at WDCL want to expand on this initiative. "To provide an additional incentive, as a one-year pilot project, CarShareHFX vehicles can park for free at WDCL lots on the Halifax waterfront," MacLean says.

WDCL's offer was made on Dec. 4, the one year anniversary of CarShareHFX. It has been a groundbreaking first year for the company. In addition to this generous offer from WDCL, CarShareHFX has been recognized by The Chamber of Commerce as one of five finalists for best new business of the year.

The nomination is yet another indication of CarShareHFX's growth and success. Over the past year, the company has caught the eye of many Halifax citizens, publications and businesses.

WDCL and MT&L are the two newest members of a CarShareHFX business membership. "It's an example of 1 + 1 = 3. As members of CarShareHFX we meet our individual company's needs while building the city's capacity to have affordable, sustainable transportation options," says Kim West, partner at MT&L.

MacLean says that WDCL's overall goal is to foster vibrant developments on the waterfront. In the interim, the properties are used to host events for the public's enjoyment, generate revenue to invest in public amenities such as the boardwalks and trails on the waterfronts, and add another venue to support green initiatives such as free bike racks and CarShareHFX.

WDCL will speak this evening at CarShareHFX's one year anniversary party, taking place from 5 p.m to 8 p.m today at the Hub. MT&L and JazzEast Rising Association will also be speaking at the event.

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**For more information:**

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CarShare Atlantic Limited (“CarShareHFX”) is a year-round service that provides Halifax businesses, institutions, organizations and household members with easy, self-service access to a fleet of vehicles that can be rented on an hourly basis. CarShareHFX aims to make Halifax greener, by providing a viable, convenient alternative to vehicle ownership.

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