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PRESS RELEASE

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Chamber Launches Tourist Parking Passes for Downtown Timmins

Timmins, On – April 27th, 2007 – Jointly the Timmins Chamber of Commerce, Downtown Timmins BIA and the City of Timmins would like to announce the introduction of the new Tourist Parking Passes that will be distributed to tourists visiting the City of Timmins.

Tourism plays an important role in Timmins' economy. This project is designed to open up the downtown area and noted Ken Petersen, President of the Timmins Chamber of Commerce, "encouraging tourists to the downtown core is essential to businesses located there as they are not as exposed to tourism traffic. This Chamber initiative provides more opportunities to businesses in this area. We were pleased that the City and Downtown BIA were so receptive to the idea." The parking passes will be made available commencing June 1st, 2007.

City of Timmins Clerk, Jack Watson stated "I think the Tourism Parking Passes were an excellent idea put forward by the Timmins Chamber of Commerce and Tourism Timmins was only happy to participate in arranging to have the passes printed. This initiative will go along way to let the traveling public in our community know that we want them to enjoy their stay and not only visit our many attractions but to take advantage of what our downtown retailers have to offer by utilizing their Tourist Guest Pass and park free for a day."

Anita Damini, Executive Director of the Downtown BIA stated "Downtown Timmins is pleased to participate in an initiative that will create a more positive experience for visitors to our community. The tourist parking pass will ensure that tourists can come to our community and enjoy their time". The President of Downtown Timmins BIA, Andrew Marks, supports the launch of this project. His position is that "the new Tourism Parking Passes will allow for the City with a Heart of Gold to demonstrate to visitors and tourists how we roll out the red carpet. These new passes will allow for greater convenience and access to Downtown by summer tourists. We look forward to welcoming tourists in our downtown."

Passes are only valid on a day to day basis and can be picked up at either the Shania Twain Center or at the Chamber's Tourism Information Center in Schumacher. All partners involved see the potential for increased tourism traffic in the downtown core.