



FOR IMMEDIATE RELEASE
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EasyPark partners as a sponsor to Museum of Vancouver's Enhanced Education Support Initiative.

VANCOUVER, BC – The Museum of Vancouver (MOV) is pleased to announce that Easy Park, a current educational partner, is supporting MOV's Enhanced Education Support Initiative, a program designed to provide access to culture and learning opportunities for children from under-resourced Vancouver elementary schools.

The program consists of a full day of educational programming that directly aligns with the learning outcomes and objectives outlined in the B.C. Ministry of Education's curriculum. It also provides bus transportation and bagged lunches for the participating students. The MOV's Enhanced Support Education Initiative will provide students, many of whom have not been to the Museum, with a subsidized educational and cultural opportunity that connects learning objectives with local cultural resources, specifically the Museum of Vancouver.

The Enhanced Support Education Initiative, or Enhancing Education at MOV, will provide field trip scholarships for the city's most impoverished schools, those designated as Tier One. Two classes from each school will be invited to participate so we are expecting in the range of 350 - 400 children total. Vancouver School Board (VSB) schools designated as Tier One include: Xpey' Elementary (Aboriginal Focus School), Lord Strathcona Community Elementary, Grandview Elementary, Admiral Seymour Elementary, Britannia Community Elementary, Thunderbird Elementary.

"EasyPark is honoured to support and partner with the MOV on this extremely significant and important educational initiative. As a local business, we are committed to supporting the community and see that a focus on enhancing the educational opportunities for vulnerable and disadvantaged youth and children in Vancouver is paramount. We believe that providing access and equal learning opportunities through enriching cultural experiences ultimately fosters and builds self-worth and confidence amongst vulnerable children. We look forward to seeing the positive outcomes of this initiative as we stand behind our pledge to continue to champion and demonstrate leadership through education within the community."

MOV's Curator of Education, Jane Lougheed adds "Our research indicates that many of the students from under-resourced schools are challenged by the costs associated with field trips, and as such, have limited access to these important learning opportunities. The MOV Learning Department recognizes and values students not only as individual learners but also as advocates for the museum. We believe that those who have a positive museum learning experience as youngsters are more likely later in life to take in interest in history and cultural heritage."

Attracting over 16,000 students, MOV offers unforgettable hands-on experiences with historical artefacts, videos and exhibits, not to mention compelling story tellers. From an archaeological dig pit to a digital animation workshop exploring historical events like Vancouver's Great Fire, students learning about our cultural past, immigration, diversity and our rich Indigenous culture.

For more information about MOV's Education Programs, visit museumofvancouver.ca/education

About EasyPark

Founded in 1947, EasyPark has one mission: "make parking easy". Our mandate is to provide safe, convenient and affordable parking. EasyPark's current operations include 135 parking facilities in over 60 client accounts in Vancouver and British Columbia under the EasyPark brand. In 2011 EasyPark launched the first Mobile Parking App for the Apple and android markets in order to "Make Parking Easier" and in late 2013, the EasyPark FlexPass made its début, allowing people who only drive occasionally to park at a discount over the regular hourly rate.

About Museum of Vancouver

The Museum of Vancouver connects Vancouverites to each other and connects Vancouver to the world. The museum's programs, exhibitions, and collections bring people together and inspire conversation about the future. The museum, an enthusiastic civic advocate, is an independent non-profit organization dedicated to inspiring a socially connected, civically engaged city.

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