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For Immediate Release

**ZipBy in partnership with EasyPark, donating \$3,687.00 to the Greater Vancouver Food Bank
Los Angeles, CA, February 27, 2023:**

ZipBy, a global leader in parking technology, today announced that in partnership with EasyPark, they are donating \$3,687.00 to the Vancouver Food Bank, which was raised by a community give-back program to donate \$1 from every parking transaction made through the ZipBy mobile app to the Greater Vancouver Food Bank.

The promotion ran through the holiday period from December 15th through February 2nd. The promotion was the brainchild of Shirley Rodriguez, President of ZipBy. "The promotion was done in conjunction with the launching of the ZipBy app in Vancouver with EasyPark. Whenever we launch into a market, we look for ways to support the community, we simply asked EasyPark who needed the support the most in Vancouver, and they quickly said the Vancouver Food Bank." Said Shirley. "We are happy with the launch and the success of the fundraising and appreciate the people in Vancouver who supported this initiative, we will likely do another program later this year."

Ravinder Bains, Director, Client Services at EasyPark said "we were really excited about the launch and the giveback promotion; it was one of the reasons that we selected ZipBy as a partner in mobile payments because of their long history of care for the communities that they conduct business in. We also are excited about future developments with ZipBy, coming to this spring we will pilot a project where the Driver of a car can simply drive into a gated lot; gates will magically open and a parking session will start by simply having the ZipBy app, so truly frictionless parking."

The ZipBy app is accepted at all EasyPark parking lots, and in addition, many of the EasyPark lots are also offering customers a 10% discount when using the ZipBy app. While discounts are not available at all lots, the app can be used at lots around the city, including all Vancouver Park Board lots and CMHC Granville Island. During this promotional period, ZipBy and EasyPark donated \$1 from every ZipBy mobile app transaction to the Greater Vancouver Food Bank.

The partnership between ZipBy and EasyPark is another step towards both companies' commitment to our community and sustainability goals. This initiative supports the City of Vancouver's Transportation 2040 strategic vision for our city and further supports the City of Vancouver's Climate Emergency Action Plan.

Please direct any media inquiries to Shirley Rodriguez: shirley.rodriguez@zipby.company

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