



MEDIA ALERT

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CurbStand Takes its #soLAvalet Campaign to Runyon Canyon Park

WHO: [CurbStand](#), the app that allows users to seamlessly locate, pay and tip for valet parking from their mobile devices, is taking over **Runyon Canyon Park**, one of the most popular hiking destinations in Los Angeles.

WHAT: In true L.A. style, CurbStand is introducing the convenience of valet parking for a limited time to outdoor enthusiasts headed for the scenic 3-plus mile Runyon Canyon trail in the heart of Hollywood. The initiative is part of the Company's **#soLAvalet** campaign, which is centered on offering a distinctively L.A. concierge-style valet experience.

Hikers, trail runners, yogis, dog-walkers, tourists and more will be greeted by CurbStand personnel at the Fuller Avenue entrance of the parkland for vehicle drop-offs. With a complimentary bottle of water in hand, the enthusiasts can begin their rugged trek. As they head back, they'll notice CurbStand employees along the trail, strategically placed to remind them to use the app's **'Request A Car'** feature on their way down. Their vehicle will be ready and waiting for them at the Fuller Avenue pick-up point, in addition to a gratis PowerBar. The cost of such convenience is \$5; \$4 if users tag [@CurbStand](#), [#soLAvalet](#) [#valetrunyon](#) on social media.

Just fire up CurbStand's free iOS app and in three simple steps, outdoor enthusiasts can:

- **Check-In:** Use CurbStand's map to locate the Fuller Avenue entrance, view the rate and check-in;
- **'Request A Car':** Using the in-app feature, the valet attendant is notified instantly and will reply with the estimated time of car pick-up;
- **Pay...and GO!** Provide validation for the parking location and confirm the mobile payment amount – including a customized option to tip in increments of a dollar.

For a quick demonstration, check out [CurbStand's video](#).

WHY: CurbStand is hijacking the frequently heard "That's so L.A.!" saying and transforming it into a tongue-in-cheek slogan for fun and unique [#soLAvalet](#) initiatives at popular destinations in and around the City of Angels aimed at providing motorists with the convenience of luxury valet services.

WHERE: Meet CurbStand valet parking personnel on the corner of North Fuller Avenue and Hillside Avenue.

WHEN: Saturday, November 22nd through Sunday, November 23rd between the hours of 9 a.m. to 4 p.m.

SOCIAL: Follow **CurbStand** on [Twitter](#), [Instagram](#) and [Facebook](#), and download the iOS app for free via the [iTunes store](#).

And tag your photos with **#soLAvalet** and **#valetrunyon**.

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