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## **The Early Bird catches a great parking offer in Cambridge on Saturdays**

On Saturdays early birds catch a great parking deal in two of Cambridge's most popular car parks – Grafton East and Park Street – with parking charges only 70p per hour until 10am.

This great parking offer is brought to you by CRACA (Cambridge's Retail and Commercial Association) and Cambridge City Council and is a trial lasting until 30<sup>th</sup> September 2011.

The early bird scheme extends the night rate on a Friday night through to 10am on Saturday mornings meaning customers can enjoy parking for only 70p per hour until 10am. The trial is running until the 30<sup>th</sup> September 2011.

Michael Wiseman, Chairman of CRACA said: "The early bird scheme offers customers a great opportunity to come into Cambridge early on Saturday mornings to do their shopping – with most of the shops open from 9am and coffee shops even earlier why not get your weekend off to a great start."

Sean Cleary, Operations Manager for Car Parks at Cambridge City Council said: "I am delighted that we have been able to work in partnership with CRACA on this promotion and in conjunction with the retailers help encourage people to come into Cambridge. I hope customers take advantage of this promotion and we look forward to welcoming them into the participating car parks soon."

For further details of this offer visit [www.love-cambridge.co.uk](http://www.love-cambridge.co.uk) or [www.cambridge.gov.uk/parking](http://www.cambridge.gov.uk/parking)

**ENDS**

### **Notes to Editors**

For further comments please contact Michael Wiseman, Chairman of CRACA on 01223 316201 or Sean Cleary, Operations Manager for Car Parks at Cambridge City Council on 01223 458287.