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**MCCA ANNOUNCES FREE BOSTON COMMON GARAGE PARKING FOR  
HYBRID VEHICLES ON EARTH DAY**

*Garage Also Introduces the Convenience of Zipcar Availability For City Dwellers*

The Massachusetts Convention Center Authority (MCCA) announced today that customers who park in the MCCA-owned and operated Boston Common Garage on Earth Day, April 22, in Hybrid vehicles will receive complimentary parking for that day. The announcement comes on the heels of the introduction of Zipcars, the world's largest car-sharing service, at the garage.

“Allowing drivers of hybrid vehicles the opportunity for free parking is a gesture we can make to attract attention to a large environmental movement that promotes healthier driving conditions for the City of Boston,” said MCCA Executive Director James E. Rooney. “The Boston Common Garage is pleased to welcome and host Zipcars for visitors and residents in the city. The convenience of the Boston Common Garage’s location and the hassle free car service of Zipcar, go hand in hand for drivers who want affordable parking in an urban location and who demand a stress free car service, on their terms.”

For drivers with a hybrid vehicle on Earth Day to receive complimentary parking, customers must simply notify the cashier at the exit of the garage that their vehicle is a hybrid. This option will expire at midnight on April 22<sup>nd</sup>.

The MCCA has also finalized plans to begin offering Zipcar vehicles in the garage. Zipcar is the world's leading car-sharing service.

“Zipcar is always interested in adding cars to each of its markets in an effort to be a part of long term transportation solutions,” said Dan Curtin, General Manager, Zipcar Boston. “We are so pleased to be working with the Massachusetts Convention Center Authority to bring more cars to our members. By expanding our vehicles into the Boston Common Garage we continue to increase accessibility of our service.”

The Boston Common Garage has a solid customer base of local residents and people who work in the area but also serves shoppers, visitors to the downtown area and families because of its close proximity to some of Boston’s major attractions, the Public Garden, the Theatre District, Downtown Crossing and Newbury Street.

Owned and operated by the MCCA, the Boston Common Garage is the ideal parking choice for leisure and business trips into Boston. The spacious, state-of-the-art parking facility is located beneath Boston Common and provides clean, well-lit parking for 1,300 vehicles at an affordable price. It is central to many of Boston's top attractions, including the State House, Beacon Hill, Back Bay, the Theater District, and the shops of Downtown Crossing and Newbury Street.

The entrance to the Boston Common Garage is located on Charles Street, directly across from the Public Gardens. Handicap-accessible elevators are available at the four pedestrian kiosks within the Boston Common at the corner of Charles and Beacon Streets.

#### About Zipcar

Zipcar is the world's leading car sharing service with more than 180,000 members and 5,000 vehicles in urban areas and college campuses throughout 25 North American states and provinces as well as in London, England. As a leader in urban transportation, Zipcar offers more than 25 makes and models of self-service vehicles by the hour or day to savvy city residents and businesses looking for an alternative to the high costs and hassles of owning a car in the city. In November 2007, Zipcar announced a merger with Washington D.C. based Flexcar, immediately expanding operations to more than 50 cities, and enabling future growth into new markets across the United States, Canada, and Europe. For more information, visit [www.Zipcar.com](http://www.Zipcar.com).

The Massachusetts Convention Center Authority owns and oversees the operations of the Boston Convention & Exhibition Center, the John B. Hynes Veterans Memorial Convention Center, the MassMutual Center in Springfield, MA and the Boston Common Parking Garage. In fiscal year 2008, the MCCA hosted at the BCEC and the Hynes 224 events with over 809,000 attendees that generated over 625,000 hotel room nights and over \$512 million in economic impact for Greater Boston.

Large upcoming events at the BCEC include the Sports & Fitness Expo bringing over 60,000 attendees from 4/18 through 4/20; the American Society of Microbiology Annual Meeting bringing over 12,000 attendees from 6/02 through 6/05; and the Drug Information Association Annual Meeting bringing over 8,500 attendees from 6/22 through 6/25.

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