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I-5 DRIVERS NOW ABLE TO “PLUG IN” AT WOODBURN COMPANY STORES
New Blink® electric vehicle charging stations to be unveiled Sept. 16 for [\(PARK\)ing Day](#) event

WOODBURN, Ore. – September 14, 2011 – [Woodburn Company Stores](#) today announced the commercial installation of two [Blink®](#) electric vehicle (EV) charging stations that will help drivers “plug in” along the busy Interstate 5 corridor outside of Portland, Oregon. As part of [The EV Project](#), the largest deployment of EVs and charge infrastructure in history, the outlet is unveiling new Blink Pedestal chargers (240 volts) during [\(PARK\)ing Day](#) on September 16. Woodburn Company Stores is teaming up with ECOtality, Inc., the project manager of The EV Project and a leader in clean electric transportation and storage technologies, to pave the way for a successful rollout of electric transportation in Oregon and across the United States.

Location, Location, Location

Woodburn Company Stores’ location makes it an ideal choice for vehicle charging stations. “Our center is easily accessible to the thousands of residents and commuters who travel Interstate 5 every day,” states Teri Sunderland, general manager for Woodburn Company Stores. “Plus, this a great way to showcase Oregon’s commitment to sustainability to the 4.4 million domestic and international visitors who visit our outlet center every year.”

“Woodburn Company Stores is a strategic retail shopping center for ECOtality and The EV Project because of its prominent location in the Portland area,” said Jonathan Read, CEO of ECOtality, Inc. “ECOtality’s ongoing strategy is to install the Blink Network in locations that are attractive, convenient and popular so that EV charging easily integrates into the lifestyle of every Oregonian. Through this collaboration, Woodburn Company Stores can offer customers another reason to visit the outlet and The EV Project gains an ideal location that is visible and accessible from the interstate.” Oregon drivers can expect to see more charging stations throughout the coming months as more installations are completed.

The Blink Network is a system of charging stations available to the public, giving EV drivers the freedom to travel as they choose and charge at any Blink commercial location along the way. EV drivers will be able to charge at any Blink station through a variety of options including interoperable RFID cards, smart phone applications, and mobile phone and credit card based payment options. By becoming Blink Members, consumers may also yield even greater advantages of the Blink Network, such as discounted charging rates, reservation systems, and enhanced Blink Network capabilities.

Stations Unveiled Sept 16 for (PARK)ing Day

The new charging stations will be unveiled September 16 to celebrate **(PARK)ing Day**, a worldwide event that invites citizens to transform metered parking spots into temporary parks for the public good. The outlet center will transform four parking spots adjacent to the new charging stations into a temporary “park for a day” complete with lush green landscaping designed by Garden Gallery Iron Works, a tenant at the center, and free food, beverages and surprise giveaways.

“We are creating a lush place for people to relax and recharge their *own* batteries,” states Kristy Kummer-Pred, Woodburn Company Stores’ marketing director.

- **DATE:** Friday, September 16, 2011
- **LOCATION:** Directly Behind The North Face Store at the North end of the WCS parking lot.
- **TIME:** 10am to 8pm (center hours)
- **LUSH LANDSCAPING:** Courtesy of *Garden Gallery Iron Works*

About (Park)ing Day

PARK(ing) Day is an annual, worldwide event where artists, activists, and citizens independently (but simultaneously) turn metered parking spots into “PARK(ing)” spaces: temporary public parks and other spaces for people to enjoy. PARK(ing) Day is a non-commercial project, intended to promote creativity, civic engagement, critical thinking, unscripted social interactions, generosity and play.

www.parkingday.org

About The EV Project

[ECotality](http://www.ecotality.com) is the project manager of The EV Project and will oversee the installation of approximately 14,000 commercial and residential charging stations in 18 major cities and metropolitan areas in six states and the District of Columbia. The project will provide an EV infrastructure to support the deployment of 8,300 EVs. The project is a public-private partnership, funded in part by the U.S. Department of Energy through a federal stimulus grant and made possible by the American Recovery and Reinvestment Act (ARRA). For more information about The EV Project, please visit www.theevproject.com.

About Woodburn Company Stores

Established in 1999, Woodburn Company Stores is the largest tax-free outlet center in the western United States. The award-winning center features more than 95 upscale outlet stores and attracts more than 4.4 million visitors each year. Woodburn Company Stores, a Craig Realty Group property, is conveniently located off Interstate 5 at Woodburn exit 271, just 30 minutes south of downtown Portland and 20 minutes north of Salem. For information, visit www.shop-woodburn.com, www.facebook.com/woodburncompanystores or www.outletgals.com.

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