

HEART FRIENDLYSM PARKING IS HERE!

Colorado Asphalt Services, Inc., (CASI)'s Heart FriendlySM Parking Program is a unique program being offered to shopping centers and businesses that will benefit the American Heart Association (AHA) by bringing awareness to a heart-happy lifestyle and by donations generated from the program.

CASI's Heart FriendlySM Parking Program is simple. It consists of parking stalls with a Heart FriendlySM square: a white square with a red heart and the words Heart FriendlySM in red, in the more remote areas of the shopping centers' parking area.



These Heart FriendlySM designated parking areas promote a healthier lifestyle, by encouraging people to take a few more steps toward wellness by parking farther away from the entrances of shopping centers and businesses.

For each heart square, the American Heart Association will receive a portion of the proceeds as a donation. For more information about the American Heart Association, visit their web-site www.heart.org.

Those corporations or individuals sponsoring a Heart FriendlySM square will receive a certificate indicating their participation in the program, appreciation for their donation to the AHA as well as a receipt for tax purposes.

We believe CASI's Heart FriendlySM Parking Program is a Win-Win for all involved:

- The American Heart Association (AHA) benefits by more awareness and through a portion of the proceeds that will be donated to the AHA Chapter closest to you.
- Customers and tenants parking in the “designated heart spaces” will also benefit by becoming more conscientious about heart healthy activities such as walking.
- Shopping centers and businesses will benefit from having these Heart FriendlySM lot markings by offering Heart FriendlySM parking to its customers and tenants, supporting the AHA and by the word of mouth “buzz” that will surely be generated when customers start asking about the heart parking spaces. In addition, future public relations programs and events can be centered around being a heart-happy facility.



Parking program outside CASI's service area.

We encourage you to solicit sponsorships for this program. Sponsors (corporate or individual) may also customize their sponsored hearts by adding their names and logos for a one-time fee for the customized stencil. CASI will store the customized stencil for up to 5 years.

Colorado Asphalt Services, Inc., (CASI) provides the service to mark the Heart FriendlySM squares and ensures a portion of the proceeds goes to the AHA. **Contact CASI** to help you customize your own heart healthy parking program:

The Heart FriendlySM square artwork and the words Heart FriendlySM have been filed for copyright and service mark protection. Licensing agreements are available for those interested in the Heart FriendlySM