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**FOR IMMEDIATE RELEASE**

**Never Search for Change to Pay to Park Again!**

READING, PA - September 29, 2014: No coins needed to pay for parking at any of the 868 parking meters throughout the city. The Reading Parking Authority's city-wide adoption of MobileNOW! has made it extremely convenient for both residents and visitors to pay for parking using their phones to pay directly from their bank accounts. It's the E-Z Pass of parking!

To take advantage of this convenient service, download the MobileNOW! app from any smart phone app store. Then create your own MobileNOW! account and connect it to your credit or debit card. You can also pick up prepaid parking cards for MobileNow!, which can be purchased in \$10.00 increments at the Reading Parking Authority office located at 613 Franklin Street.

Then, when you pull into your parking space, open the MobileNOW! app and scan the QR code or type in the location number posted on the sign, enter your license plate number, select the duration, and the payment is completed and confirmed. The MobileNOW! service includes a FREE reminder alert when your time is nearly up. At that point, you can add more time to your meter using the MobileNOW! app, instead of running out to the street to feed the meter.

MobileNOW! makes it easy to get to all the events happening downtown, and visit local restaurants and shops. Never have the anxiety of running out of time at the meter again! According to Patrick B. Mulligan, Executive Director of the Reading Parking Authority, "We think our customers deserve the best, so we are offering them this state-of-the-art payment option. It's simple and convenient – just like it should be."

To download the MobileNOW! app, search MobileNOW(!) on your phone's app store. To register on the web visit [www.mobile-now.com](http://www.mobile-now.com).

For more information about MobileNOW! in the City of Reading, please call the Reading Parking Authority at 610.655.6166.

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