

Dallas Park and Recreation Department Debuts Online Registration for Fall Programs and Activities

DALLAS, TEXAS – September 13, 2006 – Driving value and convenience for the large community, the Dallas Park and Recreation Department will offer online registration for classes, programs and activities beginning September 16, 2006. The Park and Recreation Department has chosen San Diego, Calif.-based The Active Network, Inc. (www.TheActiveNetwork.com), a company that delivers software technology and marketing solutions to community service organizations, to provide the new online service. With online registration capabilities, the tens of thousands of recreation participants will be able to view, register and pay for the department's programs and activities, including the popular fitness, sports and after-school programs, and technology, dance and art classes, at any time, from any Internet-enabled computer.

"Our city has been working diligently toward providing e-commerce for citizens," said Ken Brack, IT manager for the city of Dallas *Park and Recreation Department*. "We are pleased to launch an online registration program through our Park and Recreation Department that will benefit the community through increased accessibility and service options. We look forward to better serving our recreation participants by improving efficiencies and eliminating manual, paper-based processes."

By making online registration for classes, programs and activities available 24/7 via the Internet, the department drives productivity and reduces the time and paperwork required to process registrations. The community also has the option of paying with a credit card for the first time, both online and over the counter. Active's Internet registration makes signing up for programs simple, fast and convenient. Community members can search for activities; view program details, schedules and availability; register and pay in just minutes. As an added convenience, registrants will receive an e-mail immediately following an online transaction to confirm their enrollment in a program.

To use the new online registration service, community members need to first visit any one of the city's 47 recreation centers to purchase a membership card, valid at all Recreation locations. Once a membership card is obtained, participants may visit the department's Web site to register for programs, when it's most convenient for them. Beginning Saturday, September 16, 2006 To access the Park and Recreation Department's new online registration service, please visit the Web site at www.dallasparks.org or www.dallascityhall.com or call 214-670-4100 for more information.

#