



FOR IMMEDIATE RELEASE
February 28, 2006

Contact: Ryan Larson
407.648.0213 x105
ryan@clickandpark.com

**CLICK AND PARK TO EASE PARKING CONCERNS
AT CHICAGO FLOWER & GARDEN SHOW**

ORLANDO, FL-- Parking for the 2006 Flower & Garden Show at Chicago's Navy Pier next month promises to be easier than ever before. *Click and Park* is working together with Navy Pier, Standard Parking and city officials to allow attendees to make parking arrangements in advance for the nine-day event from March 11th through March 19th.

Attendees can now reserve and purchase their parking for the Flower & Garden Show at ClickandPark.com. Visitors simply visit ClickandPark.com, select which day they're going to attend the Show, and then purchase available parking from participating parking lots near the Navy Pier. Participating lots are all serviced by complimentary shuttle or nearby trolley service. Reservations are proven by a self printed ePermit featuring a unique barcode that is scanned for entrance into their selected lot. On each day of the event there will be both morning and afternoon sessions available for purchase. Pre-reserved parking permit sales will cease the night before for the AM session and permits for the afternoon session will be available until 3:00pm the day of.

The *Click and Park* prepaid parking system "increases customer satisfaction on a variety of levels," says Click and Park President, Tony Vitrano. "The guests enjoy an easy and convenient parking experience and the ability to secure parking in advance encourages attendance to the show."

Personalized directions and routing to each parking space is not only an added convenience, but is actually a part of the larger transportation plan designed to distribute traffic evenly. Each *Click and Park* user is provided with customized directions along various routes according to their point of origin. As the anticipated capacity for each route is reached, suggested routes are shifted to other roadways in order to move traffic more efficiently. Guests receive an e-mail confirmation and direct routing to their selected lot within eight hours of their parking purchase.

Click and Park is an online parking and traffic management system used by event planners and parking management companies to provide consumers access to pre-registered parking for special events. The *Click and Park* service helps to alleviate traffic and parking troubles by providing detailed routing instructions to all permit purchasers. These detailed directions support the venue's transportation management plan—resulting in a more efficient, time-saving flow of traffic.

The Orlando-based company shares ownership with Gameday Management Group which plans and operates complete transport and parking systems for major events; directing spectators, media, teams, staff, sponsors and corporate clients. Gameday has managed transportation services for such high-profile events as the 2002 Winter Olympic Games, Super Bowls XXX – XL, Daytona 500 and the 2005 Presidential Inauguration. For more information visit www.ClickandPark.com.

###