



FOR IMMEDIATE RELEASE
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PARKING AVAILABLE FOR ORLANDO BOWL GAMES AT CLICKANDPARK.COM

ORLANDO, FL – Fans attending either the Capital One Bowl or Champs Sports Bowl are able to pre-purchase parking for those events online at ClickandPark.com. The Click and Park service allows fans to reserve and pay for parking permits prior to leaving for the game, assuring that a space in their selected parking lot will be ready and waiting for their arrival. This marks the fourth consecutive year Click and Park has pre-sold parking for annual bowl events.

“We’re glad to have Click and Park back for both of our bowls this year” said Steve Hogan, executive director of Florida Citrus Sports, which produces both games. “The convenience of their system improves the game day experience for the thousands of fans who attend our games.”

Click and Park not only allows fans to reserve parking, but provides helpful driving directions that go beyond simple ‘point-to-point’ instructions. The service takes the traffic management plan into consideration for a particular venue and integrates it into its patented routing system. Considering the user’s point of origin, the system directs them to a pre-determined access point where they are brought in line with the prescribed traffic management plan. If the system generates a number of directions that meet a given roadway’s traffic capacity, the system will then direct drivers to a secondary route in order to more evenly distribute traffic.

As Click and Park Owner Tony Vitrano explains, “it’s a travel demand management tool... a way to proactively tell event attendees what the best route is for them to arrive rather than reactively sitting back and guessing which direction they’ll be coming in from. We can instruct fans... especially those with little knowledge of the stadium area... which way is going to get them to their parking spot the quickest.”

Standard passenger (\$15), disabled (\$15) and recreational vehicle (\$50 for one night, \$100 for two nights) parking permits are the parking options available at ClickandPark.com. Parking prices are established by the City of Orlando, which owns and operates the Florida Citrus Bowl Stadium. Click and Park adds a service fee and applicable delivery fees to the price of each permit. All Florida Citrus Bowl Stadium lots will require a parking permit for entry so fans are encouraged to purchase their permits early online while spaces remain.

Click and Park shares common ownership with Gameday Management Group, an Orlando-based company who provides event transportation management services for sporting & special events around the country & world. Founded in 1994, Gameday provides a host of services built to improve the efficiency of transportation at special events; including successful traffic management planning and efficient shuttle system operations. Gameday’s work has included such large scale events as the 2002 Winter Olympics, Daytona 500 and Super Bowl. For additional information please visit clickandpark.com and gamedaymanagement.com.

Florida Citrus Sports (www.FCSports.com) is a not-for-profit membership organization dedicated to increasing community spirit and pride, promoting tourism, stimulating economic development and ultimately benefiting charities, educational institutions and the quality of life in Central Florida through its five signature events: The Capital One Bowl, the Champs Sports Bowl, the Orlando Citrus Parade presented by Delta Air Lines, the Cingular ESPN All-America Team Celebration and the OUC Half Marathon and 5K.

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