



**FOR IMMEDIATE RELEASE**  
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## **GAMEDAY MANAGEMENT GROUP MANAGES TRANSPORTATION FOR 2009 NCAA MEN'S FINAL FOUR**

ORLANDO, FL-- Gameday Management Group ("Gameday") recently wrapped up transportation service support for the 2009 NCAA Men's Final Four. Gameday's services focused on vehicle procurement, shuttle system planning and courtesy car planning in Detroit, Dearborn and Windsor, Ontario, Canada and on-site coordination of all ground transportation moves needed for participating teams, NABC (National Association of Basketball Coaches), Naismith Hall of Fame dignitaries, the media & NCAA officials.

"Gameday did a great job of planning and organizing the ground transportation for this year's Men's Final Four in Detroit" said Byron Hatch, NCAA Associate Director of the Division I Men's Basketball Championship. "It's no small task planning and operating a transportation system for an event like the Men's Final Four and the team at Gameday made it look easy."

Gameday procured motor coaches from the local market to transport each of the constituent groups during their respective stays. Transport typically included moving teams, coaches, the media and NCAA staff between airports, hotels, conference venues and the stadium for practices and day of game. A courtesy car program was also set up to move VIP's, NCAA Officials and LOC officials around the Detroit area.

Gameday worked closely with both the U.S. and Canada Border Patrol offices to ensure a smooth transition for guests that utilized the shuttle system between Windsor, Ontario, Canada and Detroit. "It was a pleasure working with both border patrol offices," said Audra Hawkins, Gameday Management Group Project Manager. "They were more than accommodating in helping us to easily get our guests from Windsor to Detroit and back."

Gameday distributed at least two staff members to all venues and utilized volunteers to ensure moves went smoothly. "It is important for us to have an 'on-site' presence at events of this scale to deliver a higher standard of service," said Hawkins. "Changes to itineraries are the norm, and our ability to react quickly and accommodate those changes is invaluable to our clients."

### **About Gameday Management Group:**

Gameday Management Group, based in Orlando, FL, is a leader in transportation solutions for sporting & special events around the globe. Founded in 1994, Gameday provides a full array of services built to improve the efficiency of transportation at special events; including successful traffic management planning, installation of travel demand management tools ([www.clickandpark.com](http://www.clickandpark.com)) and efficient shuttle system operations. Gameday's work has grown to include such large scale events as Super Bowls, Olympic Games, Bowl Games, Inaugurations, World Equestrian Games, and The Daytona 500. For additional information please visit [www.gamedaymanagement.com](http://www.gamedaymanagement.com).

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