



FOR IMMEDIATE RELEASE
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CLICK AND PARK ANNOUNCES LAUNCH OF NEW WEBSITE TO PROVIDE PARKING SERVICES FOR NEW YANKEE STADIUM AND NEW YORK YANKEES BASEBALL GAMES

ORLANDO, FL – Click and Park has been retained by Standard Parking, New Yankee Stadium’s parking operator, to provide parking services for New York Yankee home games. Standard Parking with collaboration from Click and Park designed www.baseball-parking.com. The site went live selling parking permits on March 16th in preparation for the first exhibition game on April 3rd. The website will provide spectators attending Yankee games a way to pre-purchase a guaranteed parking space at selected locations around New Yankee Stadium. Click and Park will be providing ePermits, point-to-point directions, and customer service. Click and Park has also partnered with ZipPark allowing the ZipPark system to read the Click and Park permits.

With a new stadium, spectators unfamiliar with the area can now purchase a parking permit in advance at their desired location and get customized driving direction to help guide them around congestion and to their lot. “To say we are thrilled to be providing this service for the New Yankee Stadium would be an understatement,” said Jody Miller Vice President of Click and Park. “To have the opportunity to work with Standard Parking and a storied franchise like the New York Yankees is truly an honor.”

Click and Park not only allows attendees to reserve parking, but also provides helpful driving directions that go beyond simple ‘point-to-point’ instructions. The service considers the traffic management plan 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.

About Click and Park

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. Customers can purchase reserved parking online prior to an event, reducing the need for personnel to manage transactions and earning revenue in advance of the actual event. The Click and Park service also 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 and parking services for high-profile events including the Salt Lake City Winter Olympic Games, Super Bowls XXX-XLIII, the Daytona 500 and the Presidential Inauguration. For more information visit www.ClickandPark.com or www.Gamedaymanagement.com

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