



FOR IMMEDIATE RELEASE
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GAMEDAY MANAGEMENT GROUP HIRES LISA FREEDMAN AS PROJECT ADMINISTRATOR

ORLANDO, FL -- Gameday Management Group, announced today that it has hired Lisa Freedman as Project Administrator. Lisa will be based in our newly opened Vancouver office and will oversee the management of all business administration functions for Gameday Management Group, Canada. Lisa brings with her over fifteen years of experience as a project manager in the event industry and has planned and organized all aspects of corporate, sports, television, live entertainment and hospitality events including the Super Bowl, the 2002 Winter Olympic Games in Salt Lake City and the 2006 Victoria's Secret Fashion Awards Pink Carpet in Los Angeles. "We couldn't be more excited to have someone with Lisa's project management experience on board here at Gameday Management Group," said Tony Vitrano CEO of Gameday Management Group. "I'm thrilled to be a part of the Gameday Management Group team and ready to get to work," expressed Freedman.

In addition to her solid background in project management Lisa has a great passion for sustainability. In 2007, Lisa founded GreenEvents, a small company focused on delivering high-quality events while reducing negative social and environmental impacts associated with the events industry. "By encouraging event owners, participants and the public to develop environmentally friendly habits and lifestyles we can create a memorable and positive lasting legacy for all involved" said Freedman. Lisa is also a board member of the US Green Building Council San Diego Chapter. "With Lisa's passion for environmental stewardship, she is a great fit to run our Sustainability Program. She will ensure that our operations meet and exceed the sustainability performance objectives established by our clients," stated Vitrano.

About Gameday Management Group:

Gameday Management Group, based in Orlando, FL, is a comprehensive transportation management services company. Founded in 1994, Gameday's mission is to provide cost-effective and efficient transportation management services to our clients, while creating a new standard of service and quality in the special event transportation industry. Our consistent growth and ability to retain top-level events as repeat clients speaks well of our ability to offer a high level, valued service. Our clients include Super Bowls XXXIII – XLIV, 2002 Winter Olympics, the Daytona 500, 2005 Presidential Inauguration, 2008 NCAA Women's Final Four, Capital One Bowl and many more. For additional information, please visit www.gamedaymanagement.com.

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