



THE CITY OF SAN DIEGO

MEDIA ADVISORY

POLICE DEPARTMENT

SENT: December 22, 2010

- What:** 2010 Poinsettia Bowl
- When:** Thursday, December 23, 2010
Kick-off at 5:00 p.m.
- Where:** Qualcomm Stadium
9449 Friars Road, San Diego, CA
- Contact:** Lieutenant Andra Brown (619) 531-2675

The 2010 Poinsettia Bowl will kick-off at 5:00 p.m. on Thursday, December 23, 2010. The event is expected to draw a crowd of over 50,000 fans and spectators to Qualcomm Stadium.

With about 11,000 parking spaces available to attendees, traffic congestion and parking issues are expected. In order to alleviate problems and ensure an enjoyable game day experience for all, the San Diego Police Department is offering the following suggestions.

- The parking lot opens at 11:00 a.m. and is expected to be at capacity by 1:00 p.m. Those wishing to park in the lot should plan to arrive early.
- Holiday traffic in the area could cause heavy congestion as game time approaches. Attendees are encouraged to use public transportation and take advantage of the trolley station on the Qualcomm property.
- Off-site parking is available at a variety of locations. Notably, fans are encouraged to park at San Diego State University and use the trolley to Qualcomm Stadium.
- For this special event, parking lots at PetCo Park have also been made available for use by those attending the game. Attendees can ride the trolley from PetCo to Qualcomm Stadium for an easy trip.

The San Diego Police Department will have special event traffic controllers, patrol officers and motor officers assisting in making sure the event is safe and enjoyable for all in attendance.

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