

## Bespoke Scooter Car Park at SSE Presents: The Who Hits 50!



A bespoke parking area exclusively for scooters will be open for this Saturday night's sold out show; SSE Presents: The Who hits 50 at The SSE Arena, Wembley!

The legacy of the mods will be alive and revving when The Who fans take advantage of free parking for their prized scooters in the car park situated in front of The SSE Arena, Wembley.

Colin Banks, Head of Sponsorship at SSE, said: "With The Who rolling into The SSE Arena, Wembley this weekend we want to add to the atmosphere by creating a unique scooter park for mod fans coming to the venue.

"Seeing them all lined up outside The SSE Arena, Wembley will bring back some fond memories for a huge proportion of the audience; reminiscent of the days of the Mod Ball which was held in the very same venue over 50 years ago."

The scooter park will be open from 2.30pm on Saturday 13 February and will be manned by security until midnight, giving fans plenty of time to leave the venue after what promises to be an unforgettable show. It is located directly opposite the Sainsbury's Local (which is entered via Engineers Way) and is just a short walk from The SSE Arena, Wembley. No pre-booking is necessary; simply ride up on the day.

SSE (formerly Scottish and Southern Energy) has been the title sponsor of The SSE Arena, Wembley since June 2014 and this concert introduces their first ever presenting partnership within the entertainment industry.

The Who have a longstanding history with the venue, having first played there in 1965. The gig this weekend marks the final UK date on their anniversary tour in support of the career spanning album: The Who Hits 50!

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