

CITY OF PHILADELPHIA

Proclamation

As John Madden becomes enshrined in the NFL Hall of Fame this year, the nation's top-selling videogame remains the NFL-based EA (Electronic Arts) Sports Madden Football. This electronic sport delivers more than just entertainment to millions of youth around the country; it also provides a positive diversion.

With an estimated 10 million Madden videogame players around the globe and a reality series called "Madden Nation" on ESPN2, the annual release of the new Madden game undeniably has become a national phenomenon.

In conjunction with this year's August 22 release, a fundraising event featuring EA Sports Madden Football will be held to benefit Shriners Hospital for Children in Philadelphia. In addition, the Madden community is petitioning for a national holiday on the annual release date so that videogame enthusiasts can pursue the new game without having to miss a workday and, more importantly, because of the positive atmosphere it engenders among young fans.

THEREFORE ...

I, John F. Street, Mayor of the City of Philadelphia, do hereby proclaim Tuesday, August 22, 2006, as

MADDEN HOLIDAY

in Philadelphia, and I urge all citizens to recognize the Madden videogame as a positive diversion for the many young people of our community.



JOHN F. STREET
Mayor

Given under my hand and the
Seal of the City of Philadelphia,
this twenty-second day of August,
two thousand and six.

