



For Immediate Release

CITY OF NEWARK TO HOST “MADDEN HOLIDAY 2010”

FOOTBALL VIDEO GAME COMPETITION

AT THE JOHN F. KENNEDY RECREATION CENTER, FOR AGES 15 AND UP,

SATURDAY, AUGUST 22, FROM 10 A.M. TO 6 P.M.

Newark residents will be able to test their video game football skills

on PlayStation 2, PlayStation 3, and Xbox 360 gaming systems; prizes go to winners

Newark, NJ - August 6, 2009 - Mayor Cory A. Booker and Director of Neighborhood and Recreational Services Melvin Waldrop announced today that the City of Newark is partnering with EA Sports, GameStop, Gamer Graffiti, and Gamefest, LLC to host the “Madden Holiday 2010” football video game competition at the John F. Kennedy Recreation Center, on Saturday, August 22, 2009, from 10 a.m. to 6 p.m. The competition is FREE and open to all Newark residents ages 15 and older. Persons who want to compete must get tickets in advance. Tickets are available on a first come, first served basis. **The maximum number of players that can register is 320.**

The “Madden Holiday 2010” football video game competition is a celebration of the release of the new John Madden football video game, coinciding with the game’s release on August 14. The game simulates NFL action using high-tech animation and sound effects with users playing as NFL teams. The game is configured for PlayStation 2, PlayStation 3 and Xbox 360 gaming systems. The games will be played on 20-inch Hi-Def flat screen TVs. Each of the three game systems will have its own champion. There will also be a bonus NCAA football competition for the Xbox 360.

“We’re grateful to all of the sponsors who are making this event possible for Newark’s youth,” Mayor Booker said. “I urge all of our virtual Eli Mannings and Mark Sanchezes to join us at the John F. Kennedy Recreation Center for a day filled with friendly competition.”

EA Sports produces the Madden game, and Gamefest, LLC, a company that hosts video game events, are providing the games for the competition. The tournament format will be single-elimination action and winners will receive prizes from event sponsors. Competitors can choose any current NFL team and rostered member. The John F. Kennedy Recreation Center is located at 211 West Kinney Street, with the entrance on Howard Street.

“Each year, John Madden Football is the biggest-selling game in the City of Newark. We would like residents and video game fans from throughout the city to join us as we celebrate the release of the new ‘Madden Holiday 2010’ video game,” said Rodney Lane, owner of Gamefest/King of the Couch Tournaments. “This will be a great event for our youth and the community. John Madden Football brings people together in a positive way. We look forward to celebrating the greatest video game and sport in America.”

The program is sponsored by the City of Newark Division of Recreation/Cultural Affairs in collaboration with EA Sports and Gamefest, LLC/King of the Couch Tournaments, GameStop, and Gamer Graffix. Additional sponsors are yet to be announced.

“It is an honor for the City of Newark and our Division of Recreation and Cultural Affairs to have the opportunity to partner with EA Sports, Gamestop, Gamefest, and Gamer Graffix for this event. It is a reflection of our commitment to provide our residents with diverse programming that can engage broad segments of our community,” said Director Waldrop.

The John F. Kennedy Recreation and Aquatic Center is the City’s largest such facility, offering Newark residents of all ages a wide variety of daily recreation, exercise, and swimming programs. The facility features a multi-purpose exercise room, an NBA-regulation size basketball court, a state-of-the-art weight room and the only indoor/outdoor Olympic-size swimming pool in the State equipped with a retractable roof. The John F. Kennedy Recreation and Aquatic Center has hosted numerous events, including the 2002 U.S. Youth Games Swimming competition, professional wrestling matches, a variety of exercise classes, amateur boxing bouts, basketball tournaments and other community functions.

For more information about the “Madden Holiday 2010” football video game competition, contact Recreation Event Coordinator Tia Montigue at (973) 733-6456 or log on to www.Maddenholiday.com. For more information about all City of Newark programs, contact the Newark Non-Emergency Call Center at (973) 733-4311.

Contact: Newark Press Information Office - (973) 733-8004

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About the City of Newark, New Jersey

Newark, commonly referred to as Brick City, is the third oldest city in the United States and the largest in New Jersey, with a population of over 280,000 people. Newark sits on one of the nation's largest transportation super-structures including an international airport, major rail connections, major highway intersections and the busiest seaport on the east coast.

With a new Administration as of July 2006, Newark continues to see signs of a strong revival. In population, it is one of the fastest growing cities in the northeast. Its 6 major colleges and universities are further expanding their presence. The production of affordable housing has doubled, businesses are returning and crime is going down. There is still much work to be done but Newark is on its way to achieving its mission: to set a national standard for urban transformation.

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