

PROCLAMATION



City and County of Denver

Proclamation No. 12-0245

Honoring the 2012 NCAA Women's Final Four National Collegiate Basketball Championship in Denver, Colorado March 30 – April 1, 2012

WHEREAS, the 2012 Women's Final Four National Collegiate Basketball Championship will be held in Denver, Colorado for the first time in its thirty-one year history from March 30 – April 3, 2012; and

WHEREAS, the event will bring an estimated 30,000 fans to Denver along with 3,000 coaches from the Women's College Basketball Association and approximately 500 members of the media, and

WHEREAS, the National Semifinals and National Championship Game will be broadcast live on ESPN to 177 countries and will be carried live on the NCAA Radio Network, comprised of 170 stations in 64 of the nation's top 100 markets; and

WHEREAS, an estimated 24 million viewers will tune in to watch the full-court excitement during the three championship games played at the Pepsi Center where nearly 40,000 tickets have been sold generating more than \$20 million in local spending; and

WHEREAS, the 2012 Women's Final Four brings a large selection of free family-oriented events to Denver, including "Tourney Town" – a public festival "Refreshed" by Coca-Cola Zero in the Colorado Convention Center, where visitors will enjoy entertainment, concerts, food, licensed merchandise, autograph sessions, basketball clinics, exhibits, games and interactive displays celebrating the championship; and

WHEREAS, other activities for fans and Denver residents will include a Battle of the Bands, mascot competitions, several in-school activities held throughout the Denver Public Schools system and a fun "4Kay" run held in honor of the former head coach of North Carolina State University Kay Yow to benefit cancer research; and

WHEREAS, the 2012 Women's Final Four will be one of the most exciting and fun sporting events ever staged in the Mile High City.

NOW THEREFORE,

BE IT PROCLAIMED BY THE COUNCIL OF THE CITY AND COUNTY OF DENVER:

Section 1. That the Council officially welcomes the 2012 Women's Final Four to Denver and declares that March 30 - April 3, 2012 will officially be known as the "NCAA Women's Final Four Days in Denver", and the Council encourages all citizens to participate, visit "Tourney Town" and cheer on their favorite teams.

Section 2. That the Clerk of the City and County of Denver shall attest and affix the seal of the City and County of Denver to this proclamation.

PASSED BY THE COUNCIL March 27, 2012

PRESIDENT