



BY THE GOVERNOR OF THE STATE OF GEORGIA

A PROCLAMATION

DREAMHACK DAY

- WHEREAS:** DreamHack is the world's premier gaming lifestyle festival; and
- WHEREAS:** The 2019 DreamHack Atlanta festival, the largest in Atlanta to date, will be a twenty-hours-a-day, three-day weekend that includes millions of pro e-sports tournaments, plus collegiate and high school matches, the world-famous LAN party, cosplay, championship, panels, art, expositions, film screenings, live music, and more; and
- WHEREAS:** DreamHack is all about entertainment for the digital generation. Over the past twenty-five years, DreamHack has grown into a global phenomenon as the digital festival for today's youth around the world; and
- WHEREAS:** DreamHack will celebrate its 25th anniversary on December 9, 2019, honoring the date of the very first DreamHack festival on December 9, 1994. The festival started as a gathering of friends and their computers in a school cafeteria – with no online access – and has grown into a beacon of internet culture and gathering place for gamers worldwide; and
- WHEREAS:** The festival's 2019 season has included twelve global host cities, including debuts in Dallas, Texas, U.S.; Rio de Janeiro, Brazil; and Rotterdam, Netherlands. Additional locations have included Leipzig, Germany; Tours, France; Valencia and Sevilla, Spain; Montreal, Canada; New Delhi, India; Jönköping, Sweden; and Atlanta, Georgia, U.S.
- WHEREAS:** DreamHack helped pioneer esports and continues to be one of the largest global producers of e-sports content. Millions of viewers tune in from all over the world to watch DreamHack broadcasts every year, and the event welcomed more than 310,000 visitors in 2018; and
- WHEREAS:** More than 150 million Americans play video games, and sixty-four percent of American households are home to at least one person who plays video games regularly, or at least three hours per week. In 2019, the global e-sports economy is expected to grow to more than \$1 billion. The global e-sports audience is expected to grow to \$453 million worldwide in 2019; and
- WHEREAS:** DreamHack made its Atlanta debut in 2017, bringing nearly 25,000 visitors from a total of forty-eight states and twenty-five countries. Currently, it is one of only three stops in the U.S.; now
- THEREFORE:** I, BRIAN P. KEMP, Governor of the State of Georgia, do hereby proclaim November 15, 2019 as DREAMHACK DAY in Georgia.

In witness thereof, I have hereunto set my hand and caused the Seal of the Executive Department to be affixed this 1st day of November in the year of our Lord, Two Thousand and Nineteen.



B. Kemp

GOVERNOR

ATTEST

Tenette K. Fleming

CHIEF OF STAFF