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**Pictures - A welcome reception** was held by SCP Worldwide for Real Madrid in the heart of New York City, at the Rooftop Garden at Rockefeller Center. July 17, 2007



Featured, from left to right, are Sunil Gulati (President, U.S. Soccer), David W. Checketts (Chairman, SCP Worldwide), Ramón Calderón (President, Real Madrid), Gary Bettman (NHL Commissioner), and Joel Hollander (veteran Radio Executive).



Real Madrid President, Ramón Calderón



SCP Chairman, David W. Checketts, addresses the guests to welcome Real Madrid to the United States.

**Featured Spanish Phrase:**  
¿A qué hora empieza la celebración?  
(Roll Over for Translation)

Coming soon!  
RealMadrid TV

Come to Spain  
eSoccer™  
Your soccer dreams, our passion



Real Madrid President Ramón Calderón presents a special gift to SCP Chairman David W. Checketts – a gold model of Santiago Bernabeu Stadium, engraved with this date.



Real Madrid President Ramón Calderón shows off his gift from SCP Chairman David W. Checketts – a pair of genuine Cowboy Boots, to commemorate the "frontier spirit" demonstrated by this historic agreement.



(from left to right) SCP Partners Kenneth Munoz, Michael McCarthy and Alan Pace; Real Madrid Director of Protocol Jose Luis Hurtado and Director of Strategic Planning Ivan Bravo, RM Board Member Amador Suarez and President Ramon Calderon, SCP Chairman David W. Checketts, SCP Partner Chris Bevilacqua, RM Director of Content Miguel Angel Hernandez, and Real Madrid North America CEO Pam Harris.



(from left to right) Real Madrid Director of Protocol Jose Luis Hurtado, President Ramon Calderon and Board Member Amador Suarez, in front of New Yorks City's famous St. Patrick's Cathedral.



Guests at the event enjoyed the Spanish music.



Candles set the mood at this special event.

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