

'Madden Memorial Cruiser' To Travel Through Livermore

A special bus dedicated to the former Pleasanton coach will travel through the Tri-Valley area for the next few months, LAVTA said.



Michael Wittner, Patch Staff

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The bus is modeled after Madden's original "Madden Cruiser." (Tony McCaulay, Livermore Amador Valley Transit Authority)

LIVERMORE, CA — John Madden will soon be traveling through the Tri-Valley again.

The Livermore Amador Valley Transit Authority is unveiling a "Memorial Madden Cruiser," a 40-foot Wheels bus honoring the former Pleasanton resident, who died Dec. 28.

Next to a giant photo of a smiling Madden, the bus will read: "Honoring Pleasanton's Own John Madden, 1936-2021, Coach - Broadcaster - Icon."

The cruiser will make its maiden appearance Monday night in Oakland at the RingCentral Coliseum Madden Memorial, where it will park next to the original Madden cruiser at the entrance to the event.

Starting Tuesday, the cruiser will be placed on regular rotation for the next few months, the Livermore Amador Valley Transit Authority announced Monday. It will alternate routes so that residents of Livermore, Pleasanton, and Dublin can catch a glimpse of their former neighbor. Starting Tuesday, the bus will travel along Route 10, LAVTA spokesperson Tony McCaulay told Patch.

"After John Madden passed, I asked our Wheels marketing staff to come up with some sort of tribute to one of Pleasanton's most recognized residents," Pleasanton Mayor and Wheels Board of Directors Chair Karla Brown said in a statement. "This effort was beyond my wildest imagination. I would also like to thank the Las Vegas Raiders organization for authorizing our use of the images on the bus and Lamar Transit Advertising for designing, producing and installing the wrap at no cost."

Madden and his wife Virginia lived in Pleasanton from 1967 until his death, and became fixtures of the communities.

In 2009, the couple helped preserve an important staple in the community, the Augustine Bernal Adobe, a historic home against the foothills, Pleasanton Weekly reported.

The old adobe home was the place where Madden retreated after long trips to the south, Midwest and East Coast during football seasons.