

EAST-WEST SHRINE BOWL

PRESS RELEASE



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HISTORIC EAST-WEST SHRINE BOWL MOVES TO FORD CENTER IN FRISCO IN 2024

The oldest college football all-star game comes to North Texas for the first time

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FRISCO, Texas (June 5, 2023) — Shriners Children’s healthcare system announced that the 2024 East-West Shrine Bowl™ will be played at the Ford Center at The Star in Frisco, Texas, on February 1, 2024.

Recognized as the oldest college football all-star game in the country, 2024 marks the 99th edition of the East-West Shrine Bowl. Approximately 130 college football players from 100 universities will compete in the game and showcase their skills in front of NFL scouts and a national television audience.

“We’re thrilled to work with the Dallas Cowboys to host this game at the Ford Center at The Star and carry on the tradition of impacting lives beyond the football field,” said Kenny Craven, CEO of Shriners Children’s. “The East-West Shrine Bowl helps raise the profile of Shriners Children’s and the amazing care provided to children around the world.”

For nearly a century, the East-West Shrine Bowl has supported the life-changing mission of Shriners Children’s, a global healthcare system that has provided world-class care to more than 1.5 million children, regardless of the families’ ability to pay or insurance status.

Some of the sport’s greatest athletes and coaches have been part of the tradition of the East-West Shrine Bowl, including Roger Staubach, Bob Lilly, Randy White, “Mean” Joe Greene, Tom Brady, Walter Payton, Lawrence Taylor, John Elway, and Gale Sayers among others.

“It is a tremendous honor to host the East-West Shrine Bowl at the Ford Center at The Star next February,” said Stephen Jones, Chief Operating Officer, Executive Vice President, Director of Player Personnel for the Dallas Cowboys. “The game is a fixture in college football. We look forward to bringing the best college football players in the country to Frisco in the spirit of helping Shriners Children’s care for young patients around the world.”

The first East-West Shrine Bowl, the country’s first college football all-star game, was played December 26, 1925, at San Francisco’s Ewing Field in front of 25,000 spectators.

Ticket packages and rosters for the 99th East-West Shrine Bowl will be announced at a later date.

ABOUT EAST-WEST SHRINE BOWL

The East-West Shrine Bowl is the longest running college all-star football game in the nation. Since 1925, the game has benefited Shriners Children’s and its mission to provide innovative pediatric specialty care to improve and transform the lives of children. The East-West Shrine Bowl is known for being the starting point of many noteworthy NFL careers, including nearly 100 members of the Pro Football Hall of Fame. For more information, please visit shrinebowl.com.

ABOUT SHRINERS CHILDREN'S

Shriners Children's is changing lives every day by providing innovative pediatric specialty care, conducting research to improve the quality of lives, and of care, and offering outstanding educational programs for medical professionals. We provide patient-centered care in several areas. All care and services are provided regardless of the families' ability to pay or insurance status. Shriners Children's is a nonprofit organization and relies on the generosity of donors. All donations are tax deductible to the fullest extent permitted by law. For more information, including the full range of care available, please visit shrinerschildrens.org.

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