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NFLPA and East-West Shrine Bowl Partner to Enhance All-Star Experience

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FRISCO, Texas (October 24, 2023) — The East-West Shrine Bowl, the nation's oldest college all-star football game, has officially partnered with the NFL Players Association (NFLPA) to provide substantial educational resources to athletes throughout the 99th annual game in Frisco.

This official partnership establishes a special relationship with the union that represents NFL players, enhancing the Shrine Bowl in a way that is substantial and unique as compared to any other all-star event. Through the NFLPA's involvement, participants will have the opportunity to learn the ins and outs of what it takes to succeed as a professional football player, both on and off the field. Current and former NFL players as well as NFLPA leadership will serve as featured speakers during panels and activations throughout the week of the Shrine Bowl to educate and empower the athletes.

"We are thrilled to welcome the NFLPA as an official partner of the East-West Shrine Bowl," said Bob Roller, Vice President of Sports for Shriners Children's. "The NFLPA's presence throughout our event will uniquely enhance opportunities for our players to succeed as they embark upon their professional careers."

For the past 12 years, the NFLPA used its immense resources to annually engage with the next class of player members at the NFLPA Collegiate Bowl until the game's sunset this past summer. This new partnership aims to provide the 2024 Shrine Bowl players with a similar crash course of information, speakers and exposure as they position themselves to make the next step in their football journey.

"The Shrine Bowl's mission to positively impact the lives of children and college athletes perfectly aligns with our union's values, which is why we are thrilled to enter this partnership," NFLPA COO Teri Smith said. "We look forward to joining our resources with the Shrine Bowl's legacy to continue preparing the upcoming class of NFLPA members for success."

The 99th annual East-West Shrine Bowl will kickoff Thursday, February 1, 2024 in Frisco, Texas, at Ford Center at The Star, the worldwide headquarters and training facility for the Dallas Cowboys. The game will be nationally televised in primetime on NFL Network. Proceeds from the game will fully benefit the life-changing mission of Shriners Children's.

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 NFLPA

The National Football League Players Association is the union for professional football players in the National Football League. Established in 1956, the NFLPA has a long history of assuring proper recognition and representation of players' interests. The NFLPA has shown that it will do whatever is necessary to assure that the rights of players are protected—including ceasing to be a union, if necessary, as it did in 1989. In 1993, the NFLPA again was officially recognized as the union representing the players and negotiated a landmark Collective Bargaining Agreement with the NFL. The current CBA will govern the sport through the 2030 NFL season. Learn more at nflpa.com.

ABOUT SHRINERS CHILDREN'S

Shriners Children's improves the lives of children by providing pediatric specialty care, conducting innovative research, and offering outstanding education programs for medical professionals. Children with orthopedic conditions, burns, spinal cord injuries, and cleft lip and palate are eligible for care, regardless of the families' ability to pay, and receive all care and services in a compassionate, family-centered environment. For more information, please visit shrinerschildrens.org.

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