

EAST-WEST SHRINE BOWL

PRESS RELEASE



FOR IMMEDIATE RELEASE

University All-Stars Named Official Trading Card Partner of the East-West Shrine Bowl

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FRISCO, Texas (October 19, 2023) — The [East-West Shrine Bowl](#), the nation's oldest college all-star football game, announced today that University All-Stars has been designated the Official Trading Card Partner for the 99th annual East-West Shrine Bowl. With this agreement, University All-Stars will be spotlighted in the game's official player invitation process.

University All-Stars will provide innovative, artistic, and revolutionary trading cards to each East-West Shrine Bowl invitee as a part of their official invitation. Each player will receive a personalized and artistically unique East-West Shrine Bowl trading card upon opening a boxed invitation.

"The East-West Shrine Bowl continues to focus on innovation, benefiting our players in every way possible while creating opportunities for our athletes," said Eric Galko, Director of Player Personnel and Football Operations for the East-West Shrine Bowl. "Trading cards provided by University All-Stars are not only unique, personalized and artistic, but they also provide value to our players while creating collectible use for fans and supporting Shriners Children's."

University All-Stars will develop collectible trading cards for every confirmed NFL Draft prospect at the East-West Shrine Bowl. Official trading cards will be available for fans as a part of University All-Stars' innovative model to support fans, collectors, and athletes.

"When Eric called me asking to work with the Shrine Bowl again, I didn't hesitate to say yes. I have always had a belief in their mission," said Scott Terrell, CEO of University All-Stars. "Getting to know all the players, their families, and the fans/collectors made our relationship last year worth the work put into each card, and this year, we have loaded these cards with exclusive goodies this year through our patented product. Our site is fully immersive, and we have some special surprises that will surely excite athletes, fans, and collectors."

The 99th annual East-West Shrine Bowl will take place 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 televised nationally on NFL Network.

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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 UNIVERSITY ALL-STARS

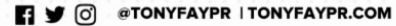
University All-Stars has transformed the trading card and NIL industries by collaborating student-athletes with renowned artists to produce highly coveted trading cards. These collectible cards feature the signatures of the athlete and the artist and come with a QR code that enables enthusiasts to interact with athletes and access exclusive memorabilia, merchandise, tickets, original artwork, and prizes. This offers collectors increasing value on their investments while providing a range of services for fans, athletes, and collectors to engage with athletes. Additionally, our patented system uses Dynamic Pricing for each athlete's cards, which gives the consumer the power to increase the card's value. What began as a platform for student-athletes to promote themselves has now evolved into an innovative patented ecosystem that empowers athletes and artists, fosters a community of dedicated fans and trading card enthusiasts, and revolutionizes the trading card industry.

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.

CONTACT:

Jonathan Deutsch | Tony Fay PR | 469.534.8525 | jonathan@tonyfaypr.com



Tony Fay PR | 2626 Cole Ave, Ste 300, Dallas, TX 75074

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