

EAST-WEST SHRINE BOWL

**PRESS
RELEASE**



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BOWL SEASON NAMES EAST-WEST SHRINE BOWL FIRST ALL-STAR GAME MEMBER



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FRISCO, Texas (December 21, 2023) — Bowl Season announced today that the East-West Shrine Bowl, the nation's oldest college all-star football game, has been named the first and only all-star game member of Bowl Season. Through this partnership, the East-West Shrine Bowl officially joins 43 other college football bowl games as a member of Bowl Season. Along with being the first all-star game as a member of Bowl Season, the East-West Shrine Bowl becomes Bowl Season's second oldest game next to the historic Rose Bowl Game.

"We are truly excited to officially add the East-West Shrine Bowl to the Bowl Season lineup where it has always belonged," said Nick Carparelli, Executive Director of Bowl Season. "Bowl Season is an annual celebration of college football, and I can't think of a better way to cap it off each year than by watching the sports best players wear their school's helmets one more time."

"We are proud to join alongside the nation's most iconic college football bowl games as an official member of Bowl Season," said Bob Roller, Vice President of Sports for Shriners Children's. "The life-changing impact of our East-West Shrine Bowl and our international healthcare system will now be officially celebrated from coast to coast throughout Bowl Season."

Legendary College All-Star Game

Since 1925, the East-West Shrine Bowl has benefited Shriners Children's and its mission to provide advanced care for children with orthopedic conditions, burns, spinal cord injuries, and cleft lip and palate, regardless of the families' ability to pay.

The East-West Shrine Bowl is a once-in-a-lifetime opportunity for the best college football players in the world to showcase their talents as top NFL Draft prospects in front of all 32 NFL teams' scouts and executives. Many of professional football's most recognized and decorated players, including legends Tom Brady, Walter Payton, John Elway and current rising stars Brock Purdy, Zay Flowers and Isiah Pacheco all played in the East-West Shrine Bowl.

Celebrating 99 Years in 2024

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 mission of Shriners Children's.

About Bowl Season

Bowl Season is one of the greatest and longest running traditions in American sports, taking place in late December and running through early February, and has been college football's post-season for over 100 years. It promotes the grand tradition of the bowl system and its endearing value to student-athletes, highlighting the broader university and college communities, including spirit squads, marching bands, athletic staff and fans. Bowl Season spotlights the distinctiveness of each of the bowl games along with their histories and traditions and their proud communities - embracing and honoring the bowl experience for present and future generations.

About East-West Shrine Bowl

The East-West Shrine Bowl is the nation's oldest college all-star football game. 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 80 members of the Pro Football Hall of Fame and more than 200 members of the College Football Hall of Fame. For more information, please visit shrinebowl.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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