

EAST-WEST SHRINE BOWL

PRESS RELEASE



FOR IMMEDIATE RELEASE

AT&T Stadium to Host Iconic 100th East-West Shrine Bowl



[Click Here](#) for Press Kit

ARLINGTON, TEXAS (July 1, 2024) — Shriners Children's officials announced today that the 100th edition of the iconic East-West Shrine Bowl will be played at AT&T Stadium in Arlington, Texas, home of the Dallas Cowboys. The game will kickoff on Thursday, January 30 at 7:00 pm CT and be nationally televised in primetime on NFL Network.

"We are thrilled to bring our centennial game to one of the world's most incredible sports venues," said Bob Roller, Vice President of Sports for Shriners Children's. "The East-West Shrine Bowl has had a transformational impact on the lives of children for a century. The nation's best college football all-stars taking the field at AT&T Stadium is truly a fitting celebration of this historic milestone."

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.

"We're delighted to showcase the best college football players in the country with the 100th edition of the historic East-West Shrine Bowl at AT&T Stadium in January," said

Stephen Jones, Chief Operating Officer, Executive Vice President, Director of Player Personnel for the Dallas Cowboys. "It's an honor to once again host a college football game of this significance. We look forward to bringing the top college football players in the country to North Texas, all with a focus on helping Shriners Children's and their mission."

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 stars Brock Purdy, Zay Flowers and Isiah Pacheco all played in the East-West Shrine Bowl.

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.

CONTACT:

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



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

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!