

EAST-WEST SHRINE BOWL

# PRESS RELEASE



**FOR IMMEDIATE RELEASE**

## Lights Out Sports TV to Live Stream All 2025 East-West Shrine Bowl Practices

**FRISCO, Texas (October 18, 2024)** — The East-West Shrine Bowl, the nation's oldest college all-star football game, has officially partnered with Lights Out Sports TV, a revolutionary FREE streaming app created by NFL legend Shawne Merriman, to be our official practice broadcast network for the 2025 Shrine Bowl.

For the first time in East-West Shrine Bowl history, the event's full schedule of practices (Saturday, January 25 through Tuesday, January 28) will be available via a live video broadcast captured and streamed by Lights Out Sports TV's video production team. By broadcasting live, NFL stakeholders, media, football fans, and advocates for the Shriners Children's healthcare system can watch how East-West Shrine Bowl players prepare for the 100th annual game and impress NFL personnel in real time.

"We are thrilled to partner with an emerging media company like Lights Out Sports to live broadcast our practices for the first time in the history of our event," said Bob Roller, vice president of sports for Shriners Children's. "Practice is not only a crucial part of the week for our players and NFL clubs, but is a key part of the NFL evaluation process for fans and media, as well. Ensuring that every play during the week is captured and available live gives viewers access they've never had before."

Lights Out Sports TV's experience with NFL partners and live-stream events makes it an ideal partner for this new broadcast. Together, Lights Out Sports and the East-West Shrine Bowl will make history as the first major college all-star game to livestream all daily practices making them available to watch anywhere at any time. With multiple camera angles, high-level production, high-profile guests and experienced and outstanding broadcast talent to be named, fans and media can expect a high-quality and highly entertaining view of the East-West Shrine Bowl practices.

"I'm honored for the partnership with East-West Shrine Bowl and Lights Out Sports to be a part of the 100th annual game and to continue the great work that has been done to promote these young athletes," Merriman shared. "As a former player, I'm excited to show the world where the real work happens... in practice."

The 100th annual East-West Shrine Bowl will kick off with practices on Saturday, January 25 through Tuesday, January 28. The 100th annual game will take place on Thursday, January 30, 2025, in Arlington, Texas, at AT&T Stadium, home of the Dallas Cowboys and one of the premier sports venues in the world. The game will be nationally televised during primetime on the NFL Network.

Proceeds from the game will fully benefit the life-changing mission of Shriners Children's.

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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](http://shrinebowl.com).

### **ABOUT LIGHTS OUT SPORTS TV**

Founded by NFL legend Shawne Merriman, Lights Out Sports TV is a cutting-edge FREE sports media platform committed to delivering high-quality, engaging content that spans the world of sports. The platform is renowned for its dynamic programming, which includes live sports events, in-depth athlete interviews, and original shows that offer unique insights into the world of sports. Lights Out Sports TV is dedicated to providing a fresh, innovative viewing experience that resonates with both traditional sports fans and the tech-savvy audience.

### **ABOUT SHRINERS CHILDREN'S**

Shriners Children's is a leader in providing care for orthopedic conditions, burn injuries, spinal cord injuries and other spine disorders, rehabilitation, sports injuries and craniofacial conditions. We also offer specialized services, including orthotics and prosthetics and motion analysis. We strive to provide the care and support our patients need to reach their goals and discover their full potential. All care and services are provided regardless of the families' ability to pay or insurance status. To learn more, please visit [shrinerschildrens.org](http://shrinerschildrens.org).

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