

EAST-WEST SHRINE BOWL

PRESS RELEASE



FOR IMMEDIATE RELEASE

TICKETS ON SALE NOW AS EAST-WEST SHRINE BOWL SET TO RETURN TO FORD CENTER AT THE STAR IN FRISCO

East-West Shrine Bowl to Induct Daryl Johnston Into Organization's Hall of Fame



[Click Here](#) for Photos, B-Roll and Sound from Today's Press Conference

FRISCO, Texas (October 14, 2025) — Tickets are on sale now for the 2026 East-West Shrine Bowl, set to be held on January 27, 2026, at Ford Center at The Star in Frisco, the Dallas Cowboys' World Headquarters. The game will kick off at 6 p.m. CT and be nationally televised on NFL Network. Family-friendly ticket options range from \$20 to \$50 and are available at ShrineBowl.com.

The East-West Shrine Bowl also announced today that Dallas Cowboys legend Daryl Johnston will be inducted into the East-West Shrine Bowl Hall of Fame during game week. Johnston, who represented Syracuse while playing for the East team in the 64th East-West Shrine Bowl in 1989, was drafted 39th overall by the Cowboys and went on to win three Super Bowls. He now serves as President of Football Operations for the United Football League (UFL) and works as an NFL on FOX color commentator.

"Playing in the East-West Shrine Bowl in 1989 was a pivotal moment in my journey to the NFL, and it's incredible to see how the game has continued to grow while staying true to its mission of supporting Shriners Children's," said Johnston. "Being inducted into the Shrine Bowl Hall of Fame during the 101st edition of this historic game, right here at the Cowboys' headquarters in Frisco, makes it even more meaningful. I look forward to celebrating with the fans and watching the next generation of players showcase their talent."

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 or insurance status.

"We're proud to once again host the East-West Shrine Bowl at Ford Center at The Star,

giving fans a front-row look at some of the nation's top college football talent," said Jerry Jones, Dallas Cowboys Owner, President and General Manager. "This game provides these players a special opportunity to showcase their talent in a way that can lead to a life-changing opportunity at the next level that can impact their lives and others for years to come. At the same time, it isn't just about the competition on the field, as the game advances the critical mission of Shriners Children's. We look forward to welcoming the players, their families, and fans to another memorable week of football and community celebration."

Festivities surrounding the all-star game include an East-West Shrine Bowl Hall of Fame banquet and a pre-game Fan Fest to be held at Tostitos Championship Plaza at Ford Center.

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 have played in the East-West Shrine Bowl, including legends Tom Brady, Walter Payton, Roger Staubach, Bob Lilly, and current stars Brock Purdy, Zay Flowers, and Isiah Pacheco.

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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