



Shriners Hospitals
for Children®

EAST WEST
SHRINE BOWL

More than just a game

Media Guide 2020

East-West Shrine Bowl Mission

More Than Just a Game

Since 1925, the East-West Shrine Bowl™ has benefited Shriners Hospitals for Children® and its mission to provide advanced specialty care for children. The Shriners Hospitals for Children health care system provides excellent care for children with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate, regardless of the families' ability to pay for services.

During game week, players and coaches visit a local Shriners Hospitals for Children facility to meet and spend time with patients. Through this special opportunity they gain an understanding of the underlying purpose of the game. During the inspirational visit, athletes experience a day they will never forget. Whether dancing to music, playing games or simply sharing stories with one another, patients and players form instant friendships that are a testament to the game's motto "More than just a game."

Football's Finest

The East-West Shrine Bowl is the longest-running college all-star football game in the nation. An important part of America's football tradition, the event gives top college players a chance to showcase their talents to NFL scouts and a national television audience.



East-West Shrine Bowl History

The East-West Shrine Bowl has come a long way since its humble beginnings. Prior to 1925, the event was a baseball game in San Francisco played by the Islam Shriners (presently Asiya Shriners) and the Elks. While the game raised money for the organizations' charities, Shriners team captain E. Jack Spaulding was convinced they could generate more exposure for the organizations. He came up with the idea to switch sports, determining that a college all-star football game might be more successful. And the concept of the East-West Shrine Game was born, with proceeds benefiting Shriners Hospitals for Children.

On December 26, 1925, at San Francisco's Ewing Field, the top college football players from the East and West coasts came together in an exciting matchup of extraordinary talent, and the Shriners hosted the very first college all-star football game in the nation, before an audience of 25,000 fans — the largest crowd in the ballpark's history. The game raised \$25,000, which was donated to Shriners Hospitals for Children — San Francisco. For more than nine decades, the game has continued to benefit Shriners Hospitals for Children.

In autumn of 2019, organizers renamed the event the East-West Shrine Bowl, to better reflect its tradition and prominence in the college football world.



East-West Shrine Bowl Logo

East-West Shrine Bowl fans are familiar with the event's logo. The image of a football player walking with a young girl appears on game posters, billboards, T-shirts, and on the event's website. It's an iconic image that tells the story of the special bond between college football and Shriners Hospitals for Children.

In 1974, a 2-year-old girl named Nicole was a patient at the Shriners Hospitals for Children in San Francisco (now Shriners Hospitals for Children—Northern California). Nicole was born with Holt-Oram syndrome, a genetic condition that affects bones in the arms and hands. In Nicole's case, her thumbs were not fully developed. To provide more functionality, surgeons removed her thumbs and repositioned her index fingers in their place. The surgery allowed the girl to comb her own hair, button a shirt, hold a cup and be independent.

On the day Nicole was recovering from her first surgery, the East-West Shrine Game players visited the hospital. The visit is a tradition during the week of events leading up to the big game, an opportunity for the athletes and coaches to interact with patients and learn about the mission their game benefits.

During the visit, player Mike Esposito noticed that Nicole was frightened and crying. Bending down, he took her hand, and they walked down the hallway together. A photographer from a local newspaper snapped a photo of the two new friends. The image perfectly captured the spirit of the game and became the inspiration for the official logo of the event.



This 1974 photo of Mike Esposito and a Shriners Hospitals for Children patient named Nicole was taken by Ken Yimm of the *Peninsula Times-Tribune* during the East-West Shrine Game players visit to Shriners Hospitals for Children in 1974. The image is the inspiration for the game's official logo.



Shriners Hospitals for Children — Our Story

Since our first location opened in Shreveport, Louisiana, in 1922, primarily to help children affected by a polio epidemic, our hospitals and staff have been providing excellent care to the children and families who come to us, regardless of their ability to pay for services. Today, Shriners Hospitals for Children is one of the largest pediatric sub-specialty health care systems in the world, with a dedicated, full-time staff of experienced pediatric surgeons, therapists and clinicians.

Shriners Hospitals for Children improves the lives of children by providing pediatric specialty care, conducting innovative research, and offering outstanding educational programs for medical professionals. Our health care system treats children with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate in a compassionate, family-centered environment.

While our care has evolved over the decades, what has never changed is Shriners Hospitals for Children's dedication to providing quality specialty medical care to children, regardless of families' ability to pay.



Shriners Hospitals for Children Mission and Vision

Our Mission

Provide the highest quality care to children with neuromusculoskeletal conditions, burn injuries and other special health care needs within a compassionate, family-centered and collaborative care environment.

Provide for the education of physicians and other health care professionals.

Conduct research to discover new knowledge that improves the quality of care and quality of life of children and families.

This mission is carried out without regard to race, color, creed, sex or sect, disability, national origin or ability of a patient or family to pay.

Our Vision

To become the best at transforming children's lives by providing exceptional health care through innovative research, in a patient- and family-centered environment.



Boilerplates

Boilerplate (game version 1)

ABOUT EAST-WEST SHRINE BOWL

The East-West Shrine Bowl™ is the longest-running college all-star football game in the nation. An invitation to take part in the game is a once-in-a-lifetime opportunity for the best collegiate football players in the country to showcase their talents as top NFL prospects. Since 1925, the game has benefited Shriners Hospitals for Children® and its mission to provide advanced care for children with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate. At Shriners Hospitals for Children, all care and services are provided regardless of the families' ability to pay. For more information, please visit shrinebowl.com or follow us on social media at [@Shrine_Bowl](https://twitter.com/Shrine_Bowl).

Boilerplate (game version 2)

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 Hospitals for Children® and its mission to provide advanced care for children with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate. At Shriners Hospitals for Children, all care and services are provided regardless of the families' ability to pay.

An invitation to take part in the annual East-West Shrine Bowl is a once-in-a-lifetime opportunity for the best collegiate football players in the country to showcase their talents as top NFL prospects. For more information, please visit shrinebowl.com or follow us on social media at [@Shrine_Bowl](https://twitter.com/Shrine_Bowl).

Boilerplate (health care system)

ABOUT SHRINERS HOSPITALS FOR CHILDREN

Shriners Hospitals for Children® improves the lives of children by providing pediatric specialty care, conducting innovative research, and offering outstanding educational programs for medical professionals. Children with orthopaedic 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. To learn more about who we are, visit shrinershospitalsforchildren.org.

Boilerplate (health care system - global emphasis)

ABOUT SHRINERS HOSPITALS FOR CHILDREN

The primary mission of Shriners Hospitals for Children® is to help children who need specialized medical care — wherever they may live. Although our locations are primarily in North America, our compassionate health care system has treated children from many countries, and conducts several medical outreach clinics outside of the U.S. every year. Our highly-skilled medical team treats children with neuromusculoskeletal conditions, burn injuries and other complex health care needs. To learn more about who we are, visit shrinershospitalsforchildren.org.

East-West Shrine Bowl Logo

The official logo of the East-West Shrine Bowl was inspired by the 1974 player visit to the San Francisco Shriners Hospital (later relocated to Sacramento, California). During the visit, player Mike Esposito of Boston College took the hand of a 2-year-old patient named Nicole. As the two walked the hallway, a special moment was captured. This compelling photograph is the idea behind our logo, representing our motto “more than just a game.”

A significant element of building the East-West Shrine Bowl brand is our visual identity. Consistent use of our logo will communicate a clear message and strengthen the integrity of our brand.

Clear Space

“Clear space” is the amount of space around a logo, free of text or other graphics. Using the correct clear space allows our logo to stand out. The minimum amount of clear space is 15% of the height of the logo and must be maintained around all four sides in all applications.

Minimum Logo Size

In order for the details in our logo to be clear and legible, please do not use the logo smaller than the sizes shown here.

Logo Signature



More than just a game

Clear Space



Minimum Logo size



East-West Shrine Bowl Logo

Color Variations

The following are examples of approved color variations of our logo. However, try to use the full color logo whenever possible.

Trademark

The East-West Shrine Bowl logo and name use the trademarks symbol. The trademark should always appear as part of the logo and on first reference of body text.

Additional Notes

We understand there may be times when exceptions may be necessary. If you feel you need to make alterations to the logo, please contact the corporate marketing and communications department at **813-281-8162** or **marketing@shrinenet.org**.

Color Variations

4-Color Positive | Digital



4-Color Reverse | Digital



The words EAST and West are made up of a gradient. The child and football player print in 100% black or reversed from the background.

1-Color Positive



1-Color Reverse



The entire logo prints in 100% black or reversed from the background.

3-Color PMS Positive



3-Color PMS Reverse



The words EAST and West print as the PMS colors listed below. The child and football player print in 100% black or reversed from the background.

Red PMS 200C | Blue PMS 285C
Red PMS 186U | Blue PMS 285U

East-West Shrine Bowl Logo

Incorrect use of the Logo

The East-West Shrine Bowl logo options have been carefully considered. The logo options are versatile and can be used in a variety of applications. The guidelines provided on this page have been established so our logo stands out from competing graphics.

When using the East-West Shrine Bowl logo against a photographic background, please use an image that allows the logo to be noticeable and not get lost against a busy background or against a colored background that does not provide enough contrast.

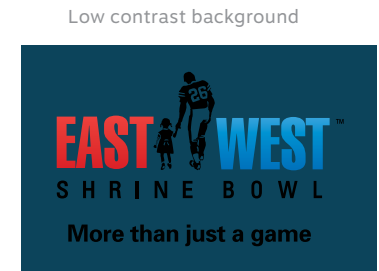
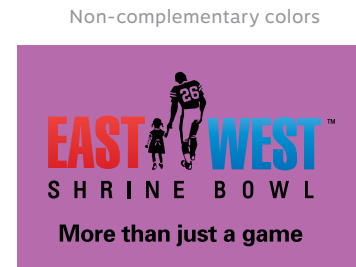
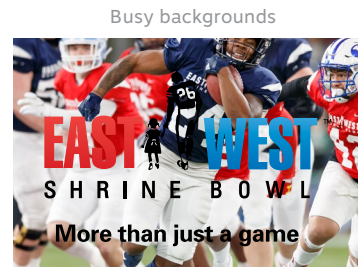
Consistent use of our logo is also very important because it helps establish brand recognition. Please do not make any changes to our logo.

However, we understand there may be times when exceptions may be necessary. If you feel you need to make alterations to the logo, please contact the corporate marketing and communications department at **813-281-8162** or **marketing@shrinenet.org**.

Possible Logo Exemptions

- A lapel pin
- Embroidery
- Applications where the logo is featured at the beginning and end will allow for use of the logomark as a graphic element to stand on its own.

Incorrect Logo Use



Orientation



Colors other than the approved



Warp, stretch or compress



Cropped, blurred or pixelated



Rewrite



Resize or adjust elements



Apply a stroke or special effects



Brand Partnerships

In some cases, the East-West Shrine Bowl logo and another organization's logo will appear on the same piece of marketing material. This is called "co-branding" and it is a marketing and advertising partnership between brands. It is a good way to increase brand awareness and added value.

The following design standards explain how to display logos according to two different co-branding scenarios.

Main Author

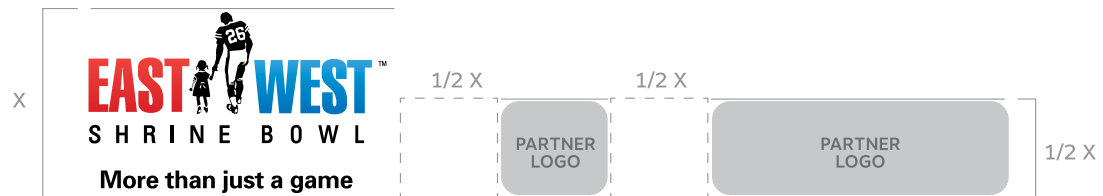
When the East-West Shrine Bowl is the primary organization, the logo should be displayed as the largest and most prominent.

Logos for other organizations should appear at half the size of the East-West Shrine Bowl logo. When possible, the space between the partner's logo and the East-West Shrine Bowl's logo should be at least equal to the height of the partner's logo.

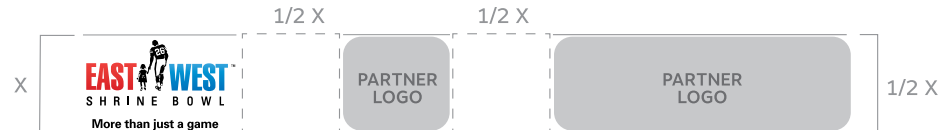
Equal Partner

When the East-West Shrine Bowl is an equal partner with another organization(s), all logos should be the same height and when possible, the space between the logos should be equal to their height. A common alignment, such as aligning the text in all the logos on the same horizontal line, is recommended.

Main Author



Equal Partner



Shriners Hospitals for Children Logo

The Shriners Hospitals for Children logo honors our history while looking toward a bright future. It includes a representation of the powerful image we refer to as the “Editorial Without Words” – an iconic photograph taken in 1970 of a Shriner carrying a child.

The logo is a significant element of our visual identity, creating an important connection with our patients, their families and the communities we serve.

The red color is warm, caring and reflective of the red fezzes worn by all Shriners.

Logo Signature

Our logo consists of two elements: the logomark (Shriner and child) and the “Shriners Hospitals for Children” logotype. The proportions of these two elements must not be altered.

Staging Options

The logo comes in two staging options: a horizontal version and a vertical stacked version. The horizontal version is preferred and should be used whenever possible. Use the vertical version when space prohibits using the horizontal version.

Clear Space

“Clear space” is the amount of space around a logo, free of text or other graphics. Using the correct clear space allows our logo to stand out. The minimum amount of clear space is determined by the height of the “S” in the word “Shriners” in the logo. This amount of clear space must be maintained around all four sides of the logo.

Logo Signature



Shriners Hospitals
for Children®

Logomark
(Shriner and child)

Logotype

Staging Options



Shriners Hospitals
for Children®



Shriners Hospitals
for Children®

Clear Space



Shriners Hospitals for Children Logo

Color Variations

The following are examples of approved color variations of our logo. However, try to use the full color, Shriners red and Shriners black, logo whenever possible.

Primary Brand Colors

“Shriners Red” is our core color. It represents the color of the fez worn by Shriners and their love for Shriners Hospitals for Children.

Color formulas for our primary brand colors can be found below.

Please note that the color swatches shown on this page are not indicative of true colors. Please reference the color formulas listed under each swatch to obtain true colors.

Registered Trademark

The Shriners Hospitals for Children logo and name are registered trademarks. The trademark should always appear as part of the logo and on first reference of body text.

Color Variations

4-Color Positive



Shriners Hospitals
for Children®

4-Color Reverse



Shriners Hospitals
for Children®

The graphic element prints as 5/100/60/100 on coated paper and 10/80/40/15 on uncoated paper. The tassel and logotype print in 100% black or they can be reversed from the background. The tassel and logotype always match in color (in black or in reverse).

2-Color Positive



Shriners Hospitals
for Children®

2-Color Reverse



Shriners Hospitals
for Children®

The graphic element prints as PMS 202C/201U. The tassel and logotype print in 100% black or they can be reversed from the background. The tassel and logotype always match in color (in black or in reverse).

1-Color Positive



Shriners Hospitals
for Children®

1-Color Reverse



Shriners Hospitals
for Children®

The entire logo prints in 100% black or reversed from the background.

1-Color Tint Positive



Shriners Hospitals
for Children®

The graphic element can be used as a 50% tint of black. The tassel and logotype always match in color (in black or in reverse).

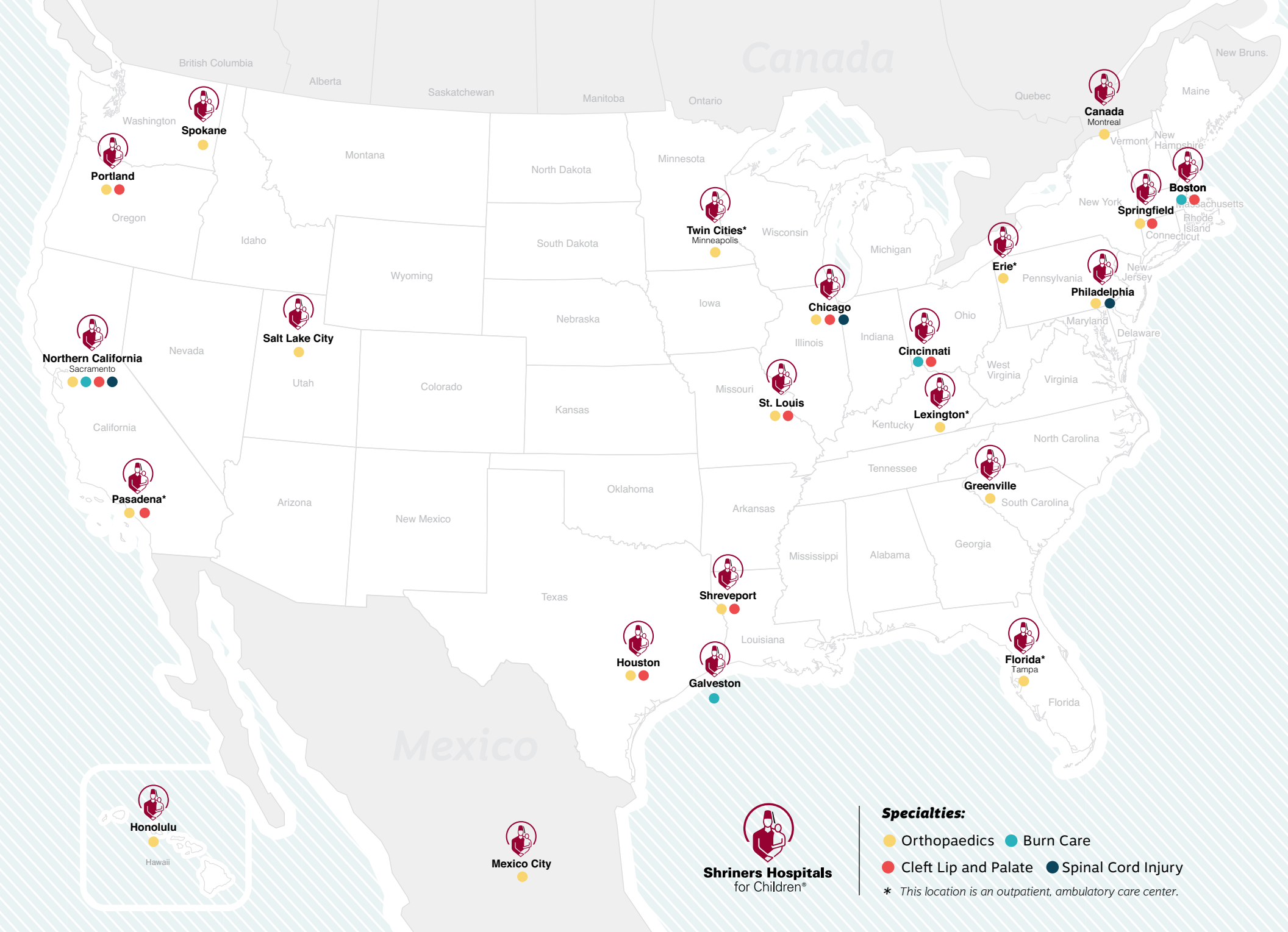
Color



Shriners Red
PMS: 202C | 201U
CMYK(C): 5/100/60/40
CMYK(U): 10/80/40/15
RGB: 130/10/30
HEX: 820A1E



Shriners Black
PMS: Black
CMYK: 0/0/0/100
RGB: 0/0/0
HEX: 000000



Shriners Hospitals for Children Locations

Shriners Hospitals for Children — Boston

51 Blossom St.
Boston, MA 02114

Shriners Hospitals for Children — Canada

1003 Boulevard Decarie
Montreal, Quebec H4A 0A9
Canada

Shriners Hospitals for Children — Chicago

2211 N. Oak Park Ave.
Chicago, IL 60707

Shriners Hospitals for Children — Cincinnati

3229 Burnet Ave.
Cincinnati, OH 45229

Shriners Hospitals for Children — Erie Ambulatory Surgery Center and Erie Outpatient Specialty Care Center

1645 W. 8th St.
Erie, PA 16505

Shriners Healthcare for Children — Florida

12502 USF Pine Dr.
Tampa, FL 33612

Shriners Hospitals for Children — Galveston

815 Market St.
Galveston, TX 77550

Shriners Hospitals for Children — Greenville

950 W. Faris Rd.
Greenville, SC 29605

Shriners Hospitals for Children — Honolulu

1310 Punahou St.
Honolulu, HI 96826

Shriners Hospitals for Children — Houston

6977 Main St.
Houston, TX 77030

Shriners Hospitals for Children Medical Center — Lexington

110 Conn Ter.
Lexington, KY 40508

Shriners for Children Medical Center — Pasadena

909 S. Fair Oaks Ave.
Pasadena, CA 91105

Shriners Hospitals for Children — Mexico

Av. del Iman No.257
Col. Pedregal de Santa Ursula
Deleg. Coyoacán, Ciudad de México
México City, C.P. 04600

Shriners Hospitals for Children — Northern California

2425 Stockton Blvd.
Sacramento, CA 95817

Shriners Hospitals for Children — Philadelphia

3551 N. Broad St.
Philadelphia, PA 19140

Shriners Hospitals for Children — Portland

3101 S.W. Sam Jackson Park Rd.
Portland, OR 97239

Shriners Hospitals for Children — Salt Lake City

1275 E. Fairfax Rd.
Salt Lake City, UT 84103

Shriners Hospitals for Children — Shreveport

3100 Samford Ave.
Shreveport, LA 71103

Shriners Hospitals for Children — Spokane

911 W. 5th Ave.
Spokane, WA 99204

Shriners Hospitals for Children — Springfield

516 Carew St.
Springfield, MA 01104

Shriners Hospitals for Children — St. Louis

4400 Clayton Ave.
St. Louis, MO 63110

Shriners Healthcare for Children — Twin Cities

2025 East River Pkwy.
Minneapolis, MN 55414

Shriners Hospitals for Children Online

shrinershospitalsforchildren.org/shc

If you know a child Shriners Hospitals for Children may be able to help,
have their parent or guardian call **800-237-5055** in the U.S., or **800-361-7256** in Canada.

National Patient Ambassadors

THIS IS MY MOMENT: *The Stories of Madelyn and Cristian*

Every year, Shriners Hospitals for Children selects two National Patient Ambassadors to represent the health care system's patients. The ambassadors spend the year sharing their stories of perseverance in the face of adversity and the ways Shriners Hospitals for Children has made a dramatic difference in their lives.



National Patient Ambassadors

Madelyn

“Being different from everyone else is absolutely okay – and it’s beautiful.”

Madelyn, now 19, was born 10 weeks early. Doctors told her parents that she was beautiful, healthy, tiny – and was born without her left arm.

Madelyn’s journey with Shriners Hospitals for Children began with her first visit to our St. Louis location, when she was just 3 months old. Throughout her childhood, Madelyn used prosthetics, mainly for balance, and to help with various activities. Occupational therapists at the hospital helped Madelyn learn to function and interact in the world. As she grew older, Madelyn began using her prosthetics less often, and by middle school, she opted to stop using them.

In school, Madelyn’s busy schedule included not only her classwork but also competitive swimming, first on a team for children with disabilities, then on her high school team. She also participated in competitive, coed water polo. “Nothing is impossible in my mind,” she said. “It’s just the ability to adapt and work around it.”

Madelyn has always devoted herself to advocating and educating. She loves to make YouTube videos showing how to accomplish things using only one arm. At Ability Awareness Week, a program of St. Louis area elementary schools, Madelyn loves to share her story and to explain how Shriners Hospitals for Children changed her life. Drawing from her own experiences of being bullied for having only one arm, Madelyn likes to incorporate anti-bullying themes into her presentations.

Madelyn is currently a student at Maryville University in St. Louis, where she is very active in student activities, and made the Dean’s List her first two semesters.

“I am incredibly excited to see where this year takes me,” Madelyn said. “I hope to inspire other kids, and be able to show them that they can do anything they put their mind to – they might just do it a little bit differently.”

Cristian

“I cannot imagine my life without my Shriners family, and I thank God every day for bringing them to me.”

Cristian, who is now 18, was born with spina bifida and hydrocephalus. In his first two weeks of life, Cristian had two surgeries and went on to have nearly a dozen more. Cristian faced several of the same challenges of many patients with spina bifida, including gastro-intestinal system and balance difficulties, as well as complications from various surgeries. For several years, his family had difficulty finding doctors who understood how to best help Cristian. That all changed one day in 2012, when Cristian met a Shriner who referred him to Shriners Hospitals for Children. Cristian was 13 when he had the surgery that he says changed his life and gave him hope, at Shriners Hospitals for Children — Los Angeles (now Shriners for Children Medical Center in Pasadena, California).

Devoted to his schoolwork and seminary studies as well as his part-time job and playing the cello, Cristian has also been active in supporting Shriners Hospitals for Children. He even dedicated his Eagle Scout project to the cause, raising funds to present more than 200 Build-A-Bear toys to the Pasadena medical center.

Cristian is enjoying his role as a National Patient Ambassador. “I know that I am who I am because of the Shriners,” he said. “I have been able to see that I can do whatever I want and I can overcome any obstacle that I face. I want to give back to them because of that – because of the life that they’ve given me. Through Shriners Hospitals for Children and the national ambassadorship that I’ve been given, I hope to share a message of positivity and hope to all those who need it.”

We congratulate Cristian and Madelyn, and thank them for their willingness to represent Shriners Hospitals for Children, and share their stories.

Shriners Hospitals for Children National Spokesperson

Meet Alec

You may recognize Alec from TV commercials for Shriners Hospitals for Children, or you may have seen him in any of several other venues. Alec is a patient of Shriners Hospitals for Children — Chicago who has become a popular television star and been interviewed on national news and talk shows. Now 17, Alec has captured the hearts of many with his charm and personality.



The Story Behind the Star

The high school senior is an active teen who enjoys his classes and is applying to colleges. When he's not in school, you can find Alec on the basketball court with his friends or working out at home. Alec's approach to his favorite activities is a little different, however, since he has osteogenesis imperfecta (OI), also known as brittle bone disease.

OI is a genetic bone disorder characterized by fragile bones that can frequently and easily break, which can make it hard for Alec to participate in sports. The underlying cause of OI is a lack of collagen – or abnormal collagen – in the bones that prevents them from absorbing appropriate minerals and developing correctly.

Alec has been receiving care at the Chicago Shriners Hospital for treatment since 2002. Over the years, he's made great progress with the help of customized treatment from our rehabilitation specialists. Alec, who has had several surgeries, receives intravenous medication infusions and physical therapy. "I do aquatic therapy when time allows," the busy teen said. "I love the pool at the Chicago Shriners Hospital during the cold winter months."

Thanks to the outstanding care and innovative treatment Alec receives at the Chicago Shriners Hospital, his muscles are strengthening and his bones are breaking less often. This provides Alec with more opportunities to indulge in his passion for sports.

“I know anything is possible because the staff remind me all the time that I can do whatever I set my mind to. I live a full life because of Shriners Hospitals.”

Shriners Hospitals for Children – Helping Dreams Become Reality

The health care system is dedicated to improving the quality of life of patients and families. Knowing that Alec hopes to be a sports broadcaster someday, hospital staff members enjoy helping to nurture this ambition. Alec has conducted interviews with players at NFL Draft Week events attended by patients of Shriners Hospitals for Children, he's attended East-West Shrine Bowl team practices and has even gone on camera in the NFL Network announcer booth.

"East-West Shrine Bowl games are a favorite event for me," Alec said. "It's always a fun time when you can hang out with players and talk sports with them. Last year I had the opportunity to build a bond with Cody Barton, a linebacker who was presented with the Pat Tillman Award and who was drafted in the third round of the NFL draft."

Last fall Alec attended his third Shriners Hospital for Children Open, a professional golf tournament in Las Vegas, where he hosted a new live show, *Off the Green with Alec*. "That was a personal highlight for me," Alec said. "I loved every minute of it, and I hope our audience enjoyed it as much as I did."

An accomplished speaker and advocate, Alec has appeared at many events for the health care system and for the Shriners International fraternity. Over the years, Alec has been a tremendous voice for Shriners Hospitals for Children, representing the many patients whose lives have been changed forever by the health care system.

"Without Shriners Hospitals for Children, I wouldn't be able to dream as big as I do," said Alec. "I know anything is possible because the staff remind me all the time that I can do whatever I set my mind to. I live a full life because of Shriners Hospitals."

Alec is just one of many children who have experienced the hope and healing found at Shriners Hospitals for Children.

Future NFL Legends

The East-West Shrine Bowl™ is the longest-running college all-star football game in the nation. Since 1925, the game has benefited Shriners Hospitals for Children® and its mission to provide advanced care for children with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate. At Shriners Hospitals for Children, all care and services are provided regardless of the families' ability to pay. For more information, please visit shrinebowl.com or follow us on social media at [@Shrine_Bowl](https://twitter.com/Shrine_Bowl).

95 Years of Greatness

An invitation to take part in the East-West Shrine Bowl is a once-in-a-lifetime opportunity for the best collegiate football players in the country to showcase their talents. A strong performance in the game greatly impacts a player's chances of a career in the NFL. Many of professional football's most recognized and decorated players, including Tom Brady, Brett Favre, John Elway and Jimmy Garoppolo, played in the East-West Shrine Bowl.

- More than 100 players from last year's game signed with professional teams this spring, and more than 70 made final NFL rosters last season.
- On average, more than 300 East-West Shrine Bowl alumni are on NFL rosters each year.
- Since the game's inception, 77 former players have been inducted into the Pro Football Hall of Fame.
- More than 200 former players have been named to the College Football Hall of Fame.

All-Star Players

Players are selected based on their potential to make NFL rosters. A consensus of the 32 NFL teams is taken into consideration during player selection. The general divide used to assign players to the East or West team is the Mississippi River. However, exceptions are made to ensure that the best 100 players are selected for the game, regardless of the location of their school. Players must be college seniors and currently eligible to play for their school. All divisions are considered.

NFL Coaches

The NFL will supply the coaching staffs for the two teams from among current league assistant coaches whose teams do not advance to the playoffs. At the conclusion of the regular season, NFL teams nominate deserving assistant coaches who will be reviewed by a panel that includes NFL Football Operations staff, East-West Shrine Bowl leadership and two members of the NFL's General Managers Advisory Committee. Once the head coaches are selected, each head coach will then fill his 12-person staff from among other NFL assistant coaches nominated by the clubs, a key job requirement for head coaches at every level of the sport.

Coaches nominated by NFL clubs must be active assistant coaches who display extraordinary teaching and communications skills, and are recognized for their integrity and commitment to excellence in the coaching profession. The coaches must be accomplished at developing and preparing players to compete in the NFL. The NFL will also provide the game officials.



Helping to Support

Shriners Hospitals for Children is a health care system with locations in the U.S., Canada and Mexico. Our staff is dedicated to improving the lives of children by providing pediatric specialty care, conducting innovative research, and offering outstanding teaching programs for medical professionals. Our dedicated and experienced professionals help children with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate, regardless of families' ability to pay.

Within these broad service lines, many types of care are provided. For example, some locations offer reconstructive plastic surgery, treatment for craniofacial abnormalities or care for sports injuries. Generally, care is provided until age 18, although, in some cases, it may be extended to age 21.

Leaders in Research

Shriners Hospitals for Children is committed to conducting high quality, innovative research in the areas of burns, orthopaedic/musculoskeletal and neurological injury and disease in order to improve the care and quality of life of children with these conditions and challenges. The health care system has also established the Shriners Hospitals for Children Genomics Institute, which will lead to the development of improved, individualized treatments, known as precision medicine.

Medical Education

Shriners Hospitals for Children is proud of its role in medical education. By maintaining relationships with more than 35 major educational affiliates, Shriners Hospitals for Children fosters an academic environment committed to providing high-quality education for its medical staff and excellent care to all patients.

Visiting the Hospital

From the beginning, players and coaches have visited the local Shriners Hospitals for Children during game week to meet patients, gaining an understanding of the true purpose, and important impact, of the game. Whether dancing to music, playing games or sharing stories with one another, patients and players form instant friendships that are priceless.

The Story Behind the Logo

The official logo of the East-West Shrine Bowl was inspired by the 1974 player visit to the Shriners Hospital in San Francisco Hospital (later relocated to Sacramento, California), when running back Mike Esposito of Boston College clasped hands with a young patient named Nicole. As the two walked the hallway, a photographer captured this special moment. The resulting image both inspired our logo and represents our Motto "More than just a game."



East-West Shrine Bowl | Media Guide

Interview Request Contact

Jessica Williams, BAM Marketing
618-772-2349
jwilliams@bammarketingagency.com
Please share your East-West Shrine Bowl experience on Facebook and Instagram/Twitter using #ShrineBowl

95th East-West Shrine Bowl

Saturday, January 18, 2020

Tropicana Field | 1 Tropicana Drive,
St. Petersburg, FL 33705 (Media Parking Lot 2)

3 p.m. EST Kickoff

Televised by NFL Network

Live radio coverage will begin at 2:15 p.m. EST on January 18. Platforms include more than 100 over-the-air radio stations coast to coast, Sirius XM NFL Channel 88, Tampa Bay Sports Talk Florida WHBO 1040 AM.

Game Tickets

\$15 General Admission or

\$18 Family Pack (includes hot dog and soda)

Sold in advance online through shrinebowl.com. Available for purchase at Tropicana Field Box Offices at Gates 1 and 4 on game day. Price of tickets will not increase on game day.

Host Hotel

TradeWinds Island Grand Resort

5500 Gulf Boulevard | St. Pete Beach, Florida 33706

Players' Visit | Sunday, January 12

Shriners Healthcare for Children — Florida

(see media credential registration for details)

Presented by Sirius and Nutanix

Team Practices

Monday, January 13 – Thursday, January 16

(see practice schedule for times)

Gate 4 | Tropicana Field

1 Tropicana Drive, St. Petersburg, FL 33705

(Parking Lot 1)

Credentials required for field access; no exceptions.

Silent Auction benefiting

Shriners Hospitals for Children

Wednesday, January 15 – Saturday, January 18

TradeWinds Island Grand Resorts

5500 Gulf Boulevard | St. Pete Beach, Florida 33706

Players' Hall of Fame Awards Banquet

Friday, January 17

TradeWinds Island Grand Resort,

5500 Gulf Boulevard | St. Pete Beach, Florida 33706

Attire: Business casual

Cocktail Reception: 6 p.m.

Induction Reception: 7 p.m.

Tickets : \$40

shrinebowl.com/banquet-tickets

Presented by Moor DM Group

Pre-Game Tailgate Party

Saturday, January 18

Parking Lot 6 | Tropicana Field

1 Tropicana Drive, St. Petersburg, FL 33705

Begins at 11:30 a.m.

No charge; ticket not required for this event.

Shriners Hospitals for Children

shrinershospitalsforchildren.org

2900 Rocky Point Drive | Tampa, FL 33607

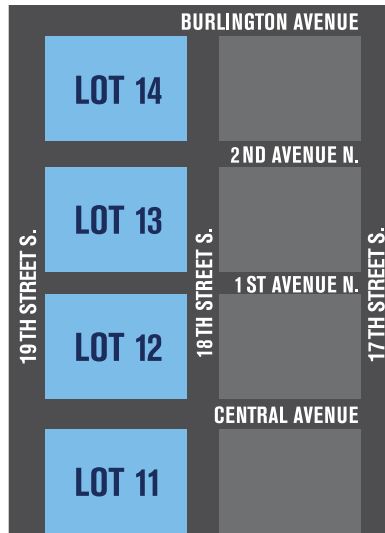
813-281-0300

East-West Shrine Bowl Office

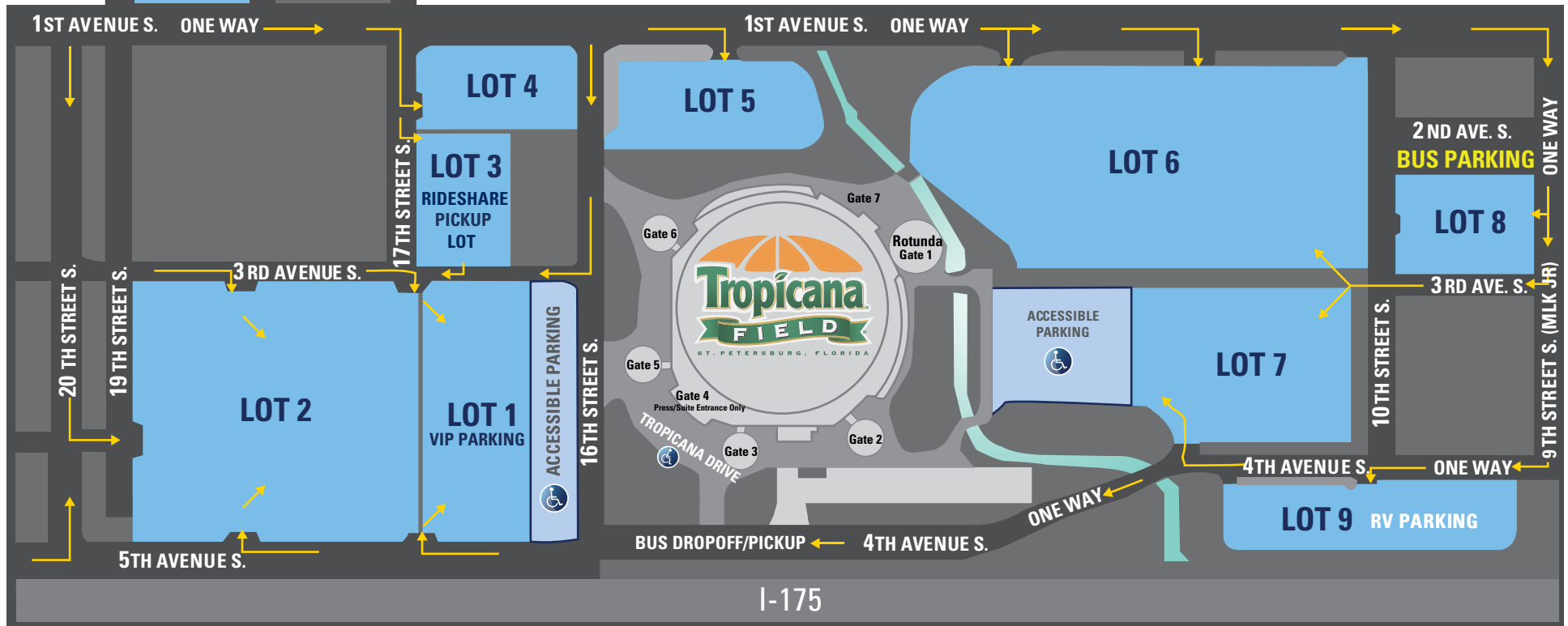
shrinebowl.com

2900 Rocky Point Drive | Tampa, FL 33607

813-281-8686



PARKING MAP





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shrinebowl.com



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