

# MEDIA INFORMATION



## 2022 EAST-WEST SHRINE BOWL

— **LAS** Vegas —



**EAST WEST**  
SHRINE BOWL

  
**allegiant  
stadium**



**NETWORK**



**Shriners  
Children's**





## TODAY'S ALL-STARS TOMORROW'S LEGENDS

New in 2022, the East-West Shrine Bowl is now part of **NFL Pro Bowl week in Las Vegas**. In the lead up to the 2022 NFL Draft, the East-West Shrine Bowl will be televised on NFL Network in primetime and bring approximately 125 of the nation's top college seniors for a week of NFL coaching preparation in front of hundreds of NFL scouts, professional agents and media.

Throughout the 97-year history of the East-West Shrine Bowl, the legendary game has produced **more than 500 NFL Pro Bowl appearances**. The 2022 game will mark the first time that the two events align during the same week.

"The East-West Shrine Bowl is exemplary of the values of football, as all involved have the opportunity to inspire and encourage the children and families at Shriners Hospitals," said **Troy Vincent, NFL executive vice president of football operations**. "In addition to community service and engagement, student athletes get an early start on the evaluation of their skills and coaches also showcase their talent, develop professionally, and network with colleagues, which is invaluable to the future of football."



## NEW IN 2022

### 1. NFL PRO BOWL PARTNERSHIP & MOVE TO LAS VEGAS

In a substantial change from the last decade-plus, the East-West Shrine Bowl is now a part of NFL Pro Bowl Week. Previously in St. Petersburg, FL, the East-West Shrine Bowl is now in Las Vegas, NV, with the game now in primetime on Thursday, February 3<sup>rd</sup> on NFL Network, leading into Pro Bowl week in Las Vegas at Allegiant Stadium (Raiders).

### 2. GAME & PRACTICE AT AN NFL STADIUM

The 97<sup>th</sup> annual East-West Shrine Bowl will be played on NFL Network on February 3<sup>rd</sup> in Allegiant Stadium, the newly built stadium for the Las Vegas Raiders. The East-West Shrine Bowl practices will be hosted at Allegiant Stadium along with UNLV's Fertitta Center during the week of practice.

### 3. FOCUS ON PLAYER HEALTH, SAFETY AND OWNERSHIP

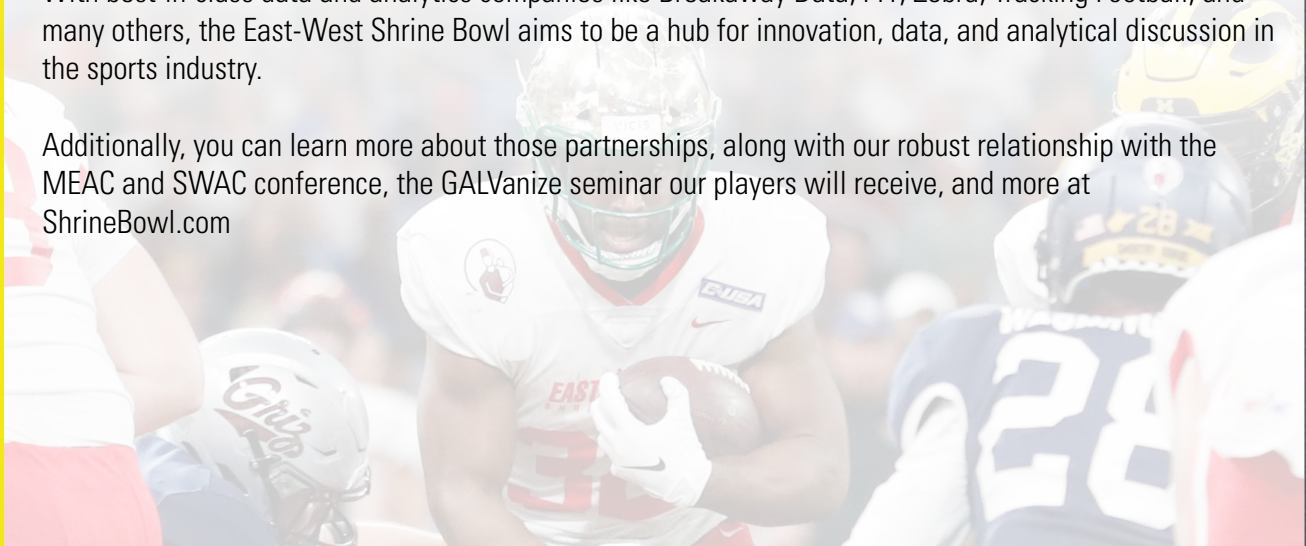
The East-West Shrine Bowl has put a major emphasis on player health, both physical and mental, and player safety for the event. These changes include instituting more time for rest, recovery and sleep, increasing resources for players to recover post-practice, and providing mental performance training and resources for all players.

In addition, players will co-own all of their advanced tracking data, data analysis from their performance at the East-West Shrine Bowl, and any content shot using their image and likeness during the week of practice.

### 4. INNOVATIVE PARTNERSHIPS WITH BREAKAWAY, MEAC/SWAC, GALVANIZE, AND MORE

With best-in-class data and analytics companies like Breakaway Data, PFF, Zebra, Tracking Football, and many others, the East-West Shrine Bowl aims to be a hub for innovation, data, and analytical discussion in the sports industry.

Additionally, you can learn more about those partnerships, along with our robust relationship with the MEAC and SWAC conference, the GALVanize seminar our players will receive, and more at ShrineBowl.com







## FOOTBALL'S FINEST

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

Since 1925, the game has benefited Shriners Hospitals for Children® and its mission to provide advanced care for children with orthopedic conditions, burns, spinal cord injuries, and cleft lip and palate.

For more than 90 years, some of football's greatest athletes and coaches have contributed to the tradition of the East-West Shrine Bowl. Players like Gale Sayers, Tom Brady, John Elway, Allan Page, Dick Butkus, Brett Favre, Gino Marchetti and Walter Payton, along with coaches Don Shula, Dick Vermeil and Paul "Bear" Bryant to name a few, have supported the East-West Shrine Bowl.

An invitation to participate 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 as top NFL prospects. A strong performance in the game greatly impacts a player's chances of a career in the NFL.

# MEDIA INFORMATION

## OFFICIAL HOTEL

The host hotel will be the Luxor Resort & Casino where all players will be staying. All NFL and media interview opportunities with players will be hosted at the Luxor. The East-West Shrine Bowl will be utilizing both Allegiant Stadium and UNLV's Fertitta Center as game week practice facilities.

## INTERVIEWS

During the week, all credentialed media will have over five hours of structured interview time with East-West Shrine Bowl player attendees at our host hotel. Players will have limited availability on-field after practice, with a focus on structured player interviews.

## CREDENTIALS

Media credentials will be available for request in early December 2021. Credential pickup will be at the Luxor Resort & Casino as well as practice fields each day prior to the start of practice.

## WEIGH-INS

This year, the Official Player Weigh-Ins will not be available to attend for media nor NFL personnel, and weigh-in results will be distributed to media at ShrineBowl.com website after all players are checked in.

## COVID POLICY

The COVID policy for the East-West Shrine Bowl has yet to be released. Based on existing NFL policies and our venues, media should be prepared to have proof of vaccinations and/or prepared to wear masks for full access for the week's events.

## EVENT SCHEDULE

The schedule on the following page is subject to change, including additionally planned events and announcements specifically for media. More information on credentialing, interview structure, and practice information will be available in the coming weeks. Additionally, be sure to follow the Shrine Bowl on social media and at ShrineBowl.com.

## CONTACT INFORMATION

### FOOTBALL INQUIRIES

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### GENERAL MEDIA INQUIRIES

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# allegiant stadium

## WORLD-CLASS VENUES

Located adjacent to the world-famous Las Vegas Strip, Allegiant Stadium is a global events destination, highlighted by the arrival of the NFL's iconic Raiders in 2020. Allegiant Stadium is conveniently located for both visitors and locals, fully enclosed and climate-controlled with a capacity of 65,000.

The technologically-advanced Stadium is the home of the Las Vegas Raiders NFL team and will host world-class entertainment including concerts and special sporting events such as the Pac-12 Championship Game and Las Vegas Bowl. Allegiant Stadium also serves as the home of UNLV Football.



The Fertitta Football Complex at UNLV is a state-of-the-art facility that will play host to two days of East-West Shrine Bowl practices.

The facility includes a team dining hall with full kitchen, nutrition bar, sports medicine center, hydrotherapy, team auditorium, position meeting rooms and a team lounge. The heart of the complex is a 9,000-square-foot weightlifting area, which includes a modern locker room and coaches' offices with balconies overlooking the practice field.

## GAME WEEK SCHEDULE

### FRIDAY, JANUARY 28

12:00-1:00PM Shrine Bowl Press Conference  
Egyptian Ballroom, Luxor Resort

1:30-5:30PM Media Access to Players  
Players' Lounge, Luxor Resort

### SATURDAY, JANUARY 29

7:30-8:15AM Media Access to Practice  
UNLV Fertitta Center

8:15-9:45AM East Team Practice

10:00-11:30AM West Team Practice

12:00-12:30PM Shrine Bowl Post-Practice  
Press Conference

2:00-5:00PM Media Access to Players  
Shrine Bowl Player's Lounge

### SUNDAY, JANUARY 30

7:30-8:15AM Media Access to Practice  
UNLV Fertitta Center

8:15-9:45AM West Team Practice

10:00-11:30AM East Team Practice

12:00-12:30PM Shrine Bowl Post-Practice  
Press Conference

2:00-5:00PM Media Access to Players  
Player's Lounge

### MONDAY, JANUARY 31

7:30-8:00AM Media Access to Practice  
Allegiant Stadium

8:00-9:30AM East Team Practice

10:00-11:30AM West Team Practice

12:00-12:30PM Shrine Bowl Post-Practice  
Press Conference

1:00-4:00PM Media Access to Players  
Player's Lounge

### TUESDAY, FEBRUARY 1

7:30-8:00AM Media Access to Practice  
Allegiant Stadium

8:00-9:30AM West Team Practice

10:00-11:30AM East Team Practice

1:00-4:00PM Media Access to Players

### WEDNESDAY, FEBRUARY 2

10:00-12:00PM Media Day featuring  
Shriners Children's Patients  
Allegiant Stadium

6:00-9:00PM Hall of Fame Banquet  
Egyptian Ballroom, Luxor Resort

### THURSDAY, FEBRUARY 3

5:00-8:00PM 97<sup>th</sup> East-West Shrine Bowl  
Allegiant Stadium





**Shriners**  
Children's™

## PIONEERS IN CARE

Since 1925, the East-West Shrine Bowl has been played in support of Shriners Hospitals for Children, an international 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.

Children up to age 18 with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate are eligible for care, regardless of the families' ability to pay.

## 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.

## MEDICAL EDUCATION

Shriners Hospitals for Children is proud of its role in medical education. By maintaining relationships with several medical teaching facilities, Shriners Hospitals for Children fosters an academic environment committed to providing high-quality education for its medical staff and excellent care to all patients.





FOOTBALL'S STARS SHINE BRIGHTEST IN VEGAS

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LAS  
Vegas®