



**Shriners**  
Children's™

**EAST WEST**  
SHRINE BOWL  
MORE THAN JUST A GAME

# EAST-WEST SHRINE BOWL

MORE THAN JUST A GAME

MEDIA GUIDE 2022

# EAST-WEST SHRINE BOWL MISSION

## More Than Just a Game

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

This special game helps raise the profile of Shriners Children, so that we can continue to offer hope and healing and reach more kids in more places. Through the experience, everyone connected with the East-West Shrine Bowl gains a deeper understanding of the amazing patients who receive care at Shriners Children's and the ways that they can support the health care system.

## 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. This year, the East-West Shrine Bowl is part of the NFL's Pro Bowl Week events in Las Vegas, Nevada.



## 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 Children's.

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 the Shriners Children's location in San Francisco. For more than nine decades, the game has continued to benefit Shriners Children's.



## 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 Children's.

In 1974, a 2-year-old girl named Nicole was a patient at the Shriners Children's location in San Francisco (now Shriners Children's 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 Bowl players visited the hospital, 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 Children's patient named Nicole was taken by Ken Yimm of the *Peninsula Times-Tribune* during the East-West Shrine Bowl players visit to Shriners Children's in 1974. The image is the inspiration for the game's official logo.



## SHRINERS CHILDREN'S: 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 Children's 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 Children's 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 orthopedic 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 our dedication to providing quality specialty medical care to children, regardless of families' ability to pay.



# SHRINERS CHILDREN'S 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 Children's® and its mission to provide advanced care for children with orthopedic conditions, burns, spinal cord injuries, and cleft lip and palate. At Shriners Children's, all care and services are provided regardless of the families' ability to pay. For more information, please visit [shrinebowl.com](https://shrinebowl.com) or follow us on social media at [@shrinebowl](https://twitter.com/shrinebowl).

## **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 Children's® and its mission to provide advanced care for children with orthopedic conditions, burns, spinal cord injuries, and cleft lip and palate. At Shriners Children's, 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](https://shrinebowl.com) or follow us on social media at [@shrinebowl](https://twitter.com/shrinebowl).

## **Boilerplate (health care system)** **ABOUT SHRINERS CHILDREN'S**

Shriners Children's® improves the lives of children by providing pediatric specialty care, conducting innovative research, and offering outstanding educational 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. To learn more about who we are, visit [shrinerschildrens.org](https://shrinerschildrens.org).

## **Boilerplate (health care system - global emphasis)** **ABOUT SHRINERS CHILDREN'S**

The primary mission of Shriners Children's® 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. 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 [shrinerschildrens.org](https://shrinerschildrens.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



## 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](mailto:marketing@shrinenet.org).

## Color Variations

### PRIMARY EVENT MARK | FULL COLOR VERSION

The primary event mark is provided in a full color format with and without the slogan



### PRIMARY EVENT MARK | ONE COLOR VERSION

The primary event mark is provided in a one color format with and without the slogan



## SUPPORT MARKS

These marks may be used in supporting roles but always secondary to the primary event mark



# 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](mailto: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

Busy backgrounds



Non-complementary colors



Low contrast background



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

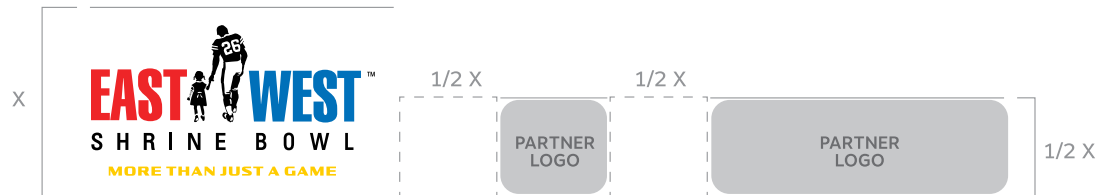
When the East-West Shrine Bowl is the primary organization, the logo should be displayed as the largest and most prominent.

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 CHILDREN'S LOGO

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

Our 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 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 Children's” 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.

## Location Specific Options

The logo is also available with your hospital location. If you need this option, please contact the corporate marketing and communications department for assistance at 813-281-8162 or [marketing@shrinenet.org](mailto:marketing@shrinenet.org).

## Logo Signature



Logomark  
(Shriner and child)

**Shriners**  
Children's™

Logotype

## Staging Options



**Shriners**  
Children's™



**Shriners**  
Children's™

## 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 CHILDREN'S LOGO

## 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.

## 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.

## Additional Notes

Shriners Children's uses some additional logos for a variety of purposes, including signature events, mascots and marketing programs. As is true for the primary Shriners Children's logo, what is most important is that these logos be presented properly, and not be altered. Should you have any questions about proper and appropriate usage of any of the health care system's logos, please contact the corporate marketing and communications department at 813-281-8162 or [marketing@shrinenet.org](mailto:marketing@shrinenet.org).

## Trademark

The Shriners Children's logo and name are trademarked. The trademark symbol should always appear as part of the logo and on first reference of body text.

Clear Space



## Color Variations

4-Color Positive



4-Color Reverse



The logomark 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 (black or in reverse).

2-Color Positive



2-Color Reverse



The logomark 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 (black or in reverse).

1-Color Positive



1-Color Reverse



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

1-Color Tint Positive



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



# SHRINERS CHILDREN'S LOCATIONS

## **Shriners Children's Boston**

51 Blossom St.  
Boston, Massachusetts 02114, United States

## **Shriners Hospitals for Children — Canada**

1003 Decarie Boulevard  
Montreal H4A 0A9, Canada

## **Shriners Children's Chicago**

2211 N. Oak Park Ave.  
Chicago, Illinois 60707, United States

## **Shriners Children's Erie**

1645 West 8th St.  
Erie, Pennsylvania 16505, United States

## **Shriners Children's Florida**

12502 USF Pine Drive  
Tampa, Florida 33612, United States

## **Shriners Children's Greenville**

950 West Faris Rd.  
Greenville, South Carolina 29605, United States

## **Shriners Children's Hawaii**

1310 Punahou Street  
Honolulu, Hawaii 96826-1099, United States

## **Shriners Children's Lexington**

110 Conn Terrace  
Lexington, Kentucky 40508, United States

## **Shriners Hospitals for Children — Mexico**

Av. del Iman No. 257  
Col. Pedregal de Santa Ursula Deleg.  
Coyoacán Mexico City Mexico City 04600, Mexico

## **Shriners Children's New England**

516 Carew St.  
Springfield, Massachusetts 01104, United States

## **Shriners Children's Northern California**

2425 Stockton Blvd.  
Sacramento, California 95817, United States

## **Shriners Children's Ohio**

One Children's Plaza - 2 West  
Dayton, Ohio 45404, United States

## **Shriners Children's Philadelphia**

3551 N. Broad St.  
Philadelphia, Pennsylvania 19140, United States

## **Shriners Children's Portland**

3101 SW Sam Jackson Park Rd.  
Portland, Oregon 97239, United States

## **Shriners Children's Salt Lake City**

1275 E. Fairfax Rd.  
Salt Lake City, Utah 84103, United States

## **Shriners Children's Shreveport**

3100 Samford Ave.  
Shreveport, Louisiana 71103, United States

## **Shriners Children's Southern California**

909 S. Fair Oaks Ave.  
Pasadena, California 91105, United States

## **Shriners Children's Spokane**

911 W. 5th Ave.  
Spokane, Washington 99204, United States

## **Shriners Children's St. Louis**

4400 Clayton Ave.  
St. Louis, Missouri 63110, United States

## **Shriners Children's Texas**

815 Market St.  
Galveston, Texas 77550, United States

## **Shriners Children's Twin Cities**

215 Radio Dr.  
Woodbury, Minnesota 55125, United States

## **Shriners Children's Downtown Los Angeles Satellite Clinic**

531 W. College Street  
Los Angeles, California 90012

## **Shriners Children's Tijuana Ambulatory Clinic Hospital Angeles – Tijuana**

Av. Paseo de Los Heroes 10999  
5to Piso Zona Urbana Rio Tijuana  
22010 Tijuana, B.C.

## **Doylestown Clinic**

599 W. State Street  
Suite 305  
Doylestown, Pennsylvania 18901

## **Shriners Children's Online**

[shrinerschildrens.org](https://shrinerschildrens.org)

If you know a child Shriners Children's 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



### SETH

Seth was 11 when his doctor noticed a curvature in his spine. They began with a “wait and see” approach, and later treatment from a chiropractor. Still, the curvature of his spine quickly progressed to a severe degree. He and his family learned about Shriners Children's from a social media group focused on the Vertebral Body Tethering (VBT) treatment for scoliosis.

Seth, who is from Fort Wayne, Indiana, underwent VBT surgery at Shriners Children's Philadelphia in 2017. The surgery, performed by Joshua Pahys, M.D., helped the young athlete quickly return to the playing field. “My pain has been reduced dramatically, my curvature is half what it used to be, and my flexibility is on par with my peers,” Seth said.

Seth, now 17, enjoys playing many sports, including football, baseball and basketball, and is now focusing on competitive golf. “VBT has given me the opportunity to perform my best in athletics without the limitations of scoliosis,” Seth said. “The extra inch I gained on the operating table didn't hurt on the basketball court either.”

Seth is pleased and proud to have the opportunity to be a National Patient Ambassador for Shriners Children's. “I was impressed by the amazing treatment that I received at Shriners Children's, and I would be honored to guide someone to their care,” Seth said. “It means a lot to me to give back to the Shriners community because of the gift that they gave me.”

### SYDNEY

Sydney, who is from Oklahoma City, Oklahoma, learned she had scoliosis when she was 10. Her treatment began with bracing, but despite a strict exercise regimen and wearing her brace 23 hours a day for 1½ years, her curvature progressed. Searching for an alternative to spinal fusion surgery, Sydney and her family learned about the VBT treatment option.

Sydney had her VBT procedure at Shriners Children's Philadelphia in 2018, performed by Steven W. Hwang, M.D. “VBT has allowed Sydney to retain her flexibility and to get back to all the things she loves faster and stronger than ever,” said her mother, Melissa.

Now 16, Sydney loves playing the oboe in the school band, and enjoys painting and swimming. Sydney, whose great-grandfather was a Shriner, enjoys continuing that family legacy by telling her story as a National Patient Ambassador.

“To make my scoliosis journey a more positive experience, I had to reach out and to help others,” Sydney said. “I said ‘yes’ to being a National Patient Ambassador because Shriners Children's has done so much for me, and I feel I could never repay that. That surgery has changed my life. It has shaped me to be the person I am today.”

## MIA

Mia, 17, was born with a severe case of infantile idiopathic scoliosis. Her journey with Shriners Children's began when she was 2, when she was first seen at the St. Louis location. Mia's treatments have included halo traction to gradually straighten and stretch her spine, as well as nearly 20 surgeries.

During her extensive time in the hospital, Mia and her care team developed a tight bond, and Mia considers the people she knows at Shriners Children's – her doctors, nurses, therapists, and even the security guard – family. She has served as a patient ambassador for Shriners Children's St. Louis since she was 4 and has spoken to numerous audiences on behalf of the hospital. She has also appeared in promotional videos and media interviews. Mia's passion is theater and singing, and she was featured singing *I'll Be Home for Christmas* in our holiday commercials. Mia is also part of the Shriners Children's choir that performed in a recent recording of Foreigner's hit song *I Want to Know What Love Is*.

"I am so honored to be in this position," Mia said. "For as long as I can remember, I have always loved Shriners Hospitals. Not just because of the life it has given me, but the real love that comes from it. This community consists of the best people, and it truly makes my heart soar to know I'm a large part of it. It makes me proud to know that I am giving back to a hospital that not only gave me a normal life but is a second home for myself and my family."

## CONNOR

Connor, 15, was born with a bilateral incomplete cleft lip and complete cleft palate involving the hard and soft palate. As a newborn, his condition was so severe that he was even unable to create the suction needed to feed. By the time he was 3 weeks old, he was failing to gain weight and was about to be admitted to a hospital. That's when Connor's family learned about Shriners Children's Chicago.

There, his RN care coordinator gave his mother, Kelly, a special syringe, making it possible for her to finally feed her baby. And from that moment, Connor began an extensive treatment plan of surgeries and interventions that extends until he is 21, so that some repairs can be made after he has stopped growing.

Connor's condition affects not only his teeth and his ability to eat, but also his speech, hearing, and social and emotional well-being. In addition, Connor has a connective tissue disorder that eventually made it difficult for the active teen to participate in contact sports.

Still, Connor's can-do spirit and supportive family have helped him to find many ways to pursue his passions. Connor umpires for youth baseball, acts as a physical education mentor for other kids with disabilities at his school, and is an advocate and community volunteer. But most of all, Connor is a golfer. He maintains a busy training schedule and hopes to one day become a pro. And with his family, Connor is part of a large local annual fundraiser, a golf tournament that has over the years raised more than \$200,000 for Shriners Children's.

"I just want to use my time as a National Patient Ambassador to help other kids," Connor said. "I want kids to know that no matter what they look like, or how they walk, or what makes them different – that they shouldn't let anyone else make them feel bad. I want to help other kids feel good about themselves and their differences. I'm excited to make an impact on other Shriners kids' lives and spread awareness about our amazing hospitals and Shriners."



SETH



SYDNEY



MIA



CONNOR

## PATH TO THE NFL

**97** *Years of  
Greatness*



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 excellent care for children with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate. At Shriners Children's, all care and services are provided regardless of the families' ability to pay. For more information, please visit [shrinebowl.com](http://shrinebowl.com) or follow us on social media at [@shrinebowl](https://twitter.com/shrinebowl).

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.

On average, more than 300 East-West Shrine Bowl alumni are on NFL rosters each year. Since the game's inception, 78 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 in order to

select the best 125 players, regardless of the location of their school. Players are divided into teams in a way that will maximize their ability to impress at their future NFL position.

### 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.



# EAST-WEST SHRINE BOWL | MEDIA GUIDE

## 97TH EAST-WEST SHRINE BOWL

Thursday, February 3, 2022

### Allegiant Stadium

3333 Al Davis Way, Las Vegas, NV 89118

5 p.m. PST Kickoff

Televised by NFL Network

## CONTACT INFORMATION

### GENERAL MEDIA INQUIRIES

Jessica Williams, BAM Marketing

618-772-2349

jwilliams@bammarketingagency.com

### FOOTBALL INQUIRIES

Eric Galko, Director of Football Operations/

Player Personnel, East-West Shrine Bowl

EGalko@ShrineBowl.com

## CREDENTIALS

To apply for media credentials, visit [shrinebowl.com/credentials](https://shrinebowl.com/credentials). Credential pickup will be at the Luxor Resort & Casino as well as practice fields each day prior to the start of practice.

## GAME TICKETS

A 25% discount is available for group tickets (minimum 10 tickets). Tickets may be purchased in advance online through [shrinebowl.com](https://shrinebowl.com). Tickets are also available at Allegiant Stadium Box Offices.

## HOST HOTEL

Luxor Hotel and Casino

3900 S Las Vegas Blvd, Las Vegas, NV 89119

## INTERVIEWS

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

## WEIGH-INS

The Official Player Weigh-Ins will not be open to media or NFL personnel. Weigh-in results will be available to media at [shrinebowl.com](https://shrinebowl.com) 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

### FRIDAY, JANUARY 28

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

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

### SATURDAY, JANUARY 29

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

**8:15-9:45 AM** East Team Practice

**10-11:30 AM** West Team Practice

**11:40-11:50 AM** Shrine Bowl Post-Practice Press Conference

**2-5 PM** Media Access to Players, Shrine Bowl Player's Lounge

### SUNDAY, JANUARY 30

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

**8:15-9:45 AM** West Team Practice

**9:50-10AM** Post Practice Press Conference

**10-11:30 AM** East Team Practice

**11:40-11:50 AM** Post Practice Press Conference

**2-5 PM** Media Access to Players, Player's Lounge, Luxor Hotel

## SHRINERS CHILDREN'S

[shrinerschildrens.org](https://shrinerschildrens.org)

2900 N. Rocky Point Dr. | Tampa, FL 33607

813-281-0300

## EAST-WEST SHRINE BOWL OFFICE

[shrinebowl.com](https://shrinebowl.com)

2900 N. Rocky Point Dr. | Tampa, FL 33607

813-281-8686

## ALLEGIANT PARKING

[allegiantstadium.com/plan-your-visit/directions-parking](https://allegiantstadium.com/plan-your-visit/directions-parking)

## SHARE YOUR EXPERIENCE

Please share your East-West Shrine Bowl Experience on Facebook and Instagram/Twitter using **#ShrineBowl**

### MONDAY, JANUARY 31

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

**8-9:30 AM** East Team Practice

**9:40-9:50 AM** Post Practice Press Conference

**10-11:30 AM** West Team Practice

**11:40-11:50 AM** Post Practice Press Conference

**1-5 PM** Media Interview Availability, Player's Lounge, Luxor Hotel

### TUESDAY, FEBRUARY 1

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

**8-9:30 AM** West Team Practice

**9:40-9:50 AM** Post Practice Press Conference

**10-11:30 AM** East Team Practice

**11:40-11:50 AM** Post Practice Press Conference

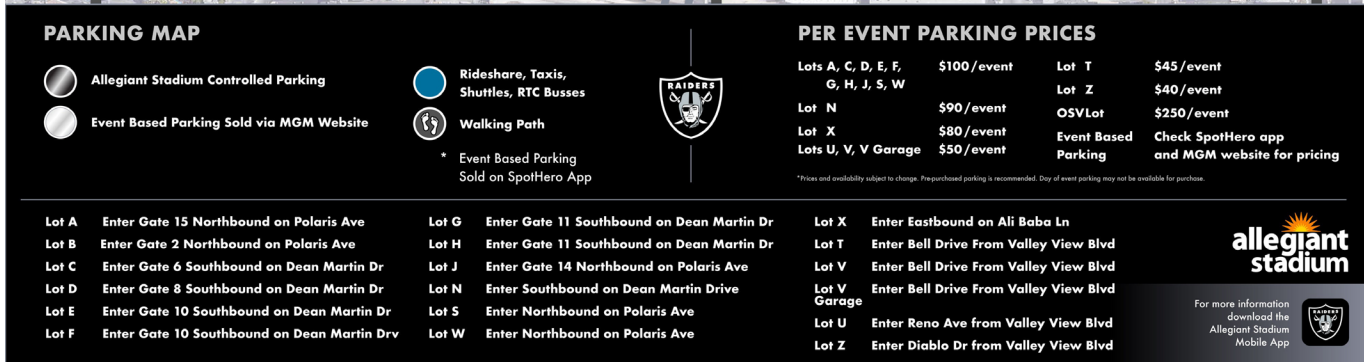
**1-5 PM** Media Interview Availability, Player's Lounge

### WEDNESDAY, FEBRUARY 2

**9-11 AM** Shriners Children's Media Day featuring Shriners Children's Patients, Allegiant Stadium

### THURSDAY, FEBRUARY 3

**5-8 PM PST** 97th East-West Shrine Bowl, Allegiant Stadium





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