



East-West Shrine Bowl Players Take Part in “Watch Me Challenge” Media Day Event

- WHAT:** More than 125 college football players and coaches participating in this year’s 97th East-West Shrine Bowl will take part in a “Watch Me Challenge” Media Event on February 2 from 9:00-10:45 a.m. at Allegiant Stadium. This will be a unique opportunity for the media to interview players and gather b-roll/photos with them as they engage with Shriners Children’s patients’ through a series of fun, sports-related challenges. This is also an opportunity for the players to learn more about Shriners Children’s mission and the obstacles their patients overcome.
- WHY:** Since 1925, the East-West Shrine Bowl has been about more than just a game. As the oldest college football all-star game, it serves as a showcase for the next generation of NFL greats while benefiting Shriners Children’s®. This event will provide an additional opportunity for fans, Shriners Children’s patient ambassadors and members of the media to interact with the players and coaches ahead of Thursday’s game in a meaningful way that will also help educate them about Shriners Children’s mission.
- WHERE:** Allegiant Stadium
3333 Al Davis Way
Las Vegas, NV 89118
- WHEN:** February 2 from 9:00 a.m. to 10:45 a.m.
- VISUALS:** College football all-stars participating in a “Watch Me Challenge” which will include several sports-related events such as a wheelchair race. The challenges are meant to shed light on the complex and serious physical obstacles Shriners Children's patients have to overcome. Media members are also welcome to take part in challenges!
- INTERVIEWS:** All players and coaches will be available for interviews during the Media Day Event.
- CONTACT:** Jessica Williams: 618.772.2349 or Courtney Longhi 618.550.9748 with questions.

The 97th East-West Shrine Bowl Game will be held February 3rd, 2022 at Allegiant Stadium in Las Vegas, Nevada. Kickoff is at 5 p.m. and is broadcast nationally on NFL Network.

About Shriners Children's

Shriners Children's has been changing lives for 100 years through innovative pediatric specialty care, world-class research and outstanding medical education. Our health care system provides advanced care for children with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate. Shriners Children's is a 501(c)(3) nonprofit organization and relies on the generosity of donors. All donations are tax deductible to the fullest extent permitted by law. For more information, please visit **shrinerschildren.org**.

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