



**Shriners Hospitals**  
for Children®

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FOR IMMEDIATE RELEASE

**East-West Shrine Football Announces Name Change**

**TAMPA, Florida (Sept. 12, 2019)** – The nation’s longest-running college football all-star game announced a name change today: The 2020 game will be known as the East-West Shrine Bowl™ when it is played on January 18 at Tropicana Field in St. Petersburg, Florida.

Formerly called the East-West Shrine Game, the event has been played since 1925 to benefit Shriners Hospitals for Children® and its mission to provide advanced care for children with specialized medical needs.

Among the hundreds of notable college all-stars who have played in the East-West Shrine Bowl and gone on to illustrious NFL careers are Tom Brady, Walter Payton, Brett Favre, Gale Sayers, John Elway, Dick Butkus, Roger Staubach, Mike Ditka, Mark Brunell, Troy Vincent and Willie McGinest.

In any given season, approximately 300 East-West Shrine Bowl alumni are on NFL rosters, and the Pro Football Hall of Fame has inducted 77 former players from the game.

“As our flagship sporting event that has supported Shriners Hospitals for Children for nearly 100 years, we are proud to announce the name change to East-West Shrine Bowl going forward,” said Jeffrey L. Sowder, Chairman of the Board of Directors of Shriners Hospitals for Children. “Through efforts like this event and others, we have been able to treat and help more than 1.4 million children since 1922, regardless of the families’ ability to pay.”

The week’s festivities, which culminate in the players’ visit to Shriners Healthcare for Children – Florida, allow the top college senior football players the opportunity to showcase their talent to NFL scouts and a national television audience on the NFL Network.

**About the East-West Shrine Bowl**

The East-West Shrine Bowl™ is the premier 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 specialized medical needs, in a compassionate, family-centered environment.

With more than 300 NFL scouts, coaches and agents in attendance, the East-West Shrine Bowl is a pivotal training and interview event for top college athletes seeking careers in professional football. For more information, please visit [shrinebowl.com](http://shrinebowl.com).

**About Shriners Hospitals for Children**

Shriners Hospitals for Children is changing lives every day through innovative pediatric specialty care, world-class research and outstanding medical education. Our locations in the United States, Canada and Mexico provide advanced care for children with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate, regardless of the families’ ability to pay.

Shriners Hospitals for Children 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 [shrinershospitalsforchildren.org](http://shrinershospitalsforchildren.org).