

# INSPIRE.

A Centennial Campaign for the Rose Bowl Stadium

INSPIRED BY THE PAST.

INSPIRING THE PRESENT.

INSPIRATION FOR THE FUTURE.



HISTORICAL MARKER HONORING 1919 ROSE BOWL MVP

**GEORGE HALAS**

**AT THE ROSE BOWL STADIUM**



George Halas is largely considered one of the forefathers of the game of football in America. As one of the original co-founders of the National Football League in 1920, he was also the founder, owner, and head coach of the Chicago Bears.

He left a memorable impression on Pasadena, having been named the Most Valuable Player of the 1919 Rose Bowl Game while playing for the Great Lakes Naval Training Station. Serving as an ensign in the Navy during World War I, Halas had an incredible impact while at Great Lakes scoring a receiving touchdown and returning an intercepted pass 77 yards in a 17-0 win over the Mare Island Marines of California. The interception return is still a Rose Bowl Game record. He also lettered at the University of Illinois.

His one victory in Pasadena is still celebrated more than a century later.

Halas became one of the first 17 inductees into the Pro Football Hall of Fame in 1963. A pioneer both on and off the field, Halas made the Bears the first team to hold daily practice sessions, to analyze film of opponents, place assistant coaches in the press box, and to broadcast games by radio.

Halas's career stats read as follows: 63 years as an owner, 40 years as a coach, 324 wins and 8 NFL titles as a coach or owner.

**“Nobody who ever gave his best  
regretted it.”**

**- NFL Hall of Famer and 1919 Rose Bowl Game MVP,  
George Halas**

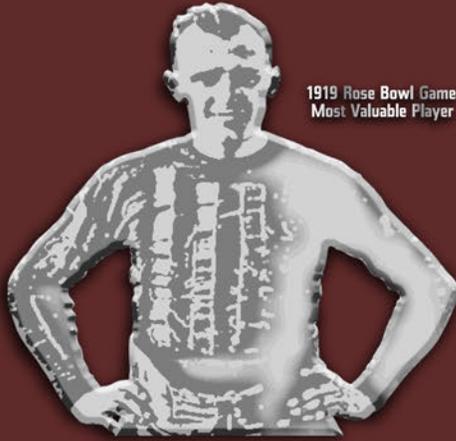




**THE ROSE BOWL STADIUM, AMERICA'S STADIUM, HAS AUTHORED COUNTLESS ICONIC AND INSPIRATIONAL MOMENTS, MANY OF WHICH HINGE ON THE MEMORIES OF THE ROSE BOWL GAME, THE 'GRANDDADDY OF THEM ALL'**

# GEORGE HALAS

University of Illinois, 1916-18 and Great Lakes Navy, 1919



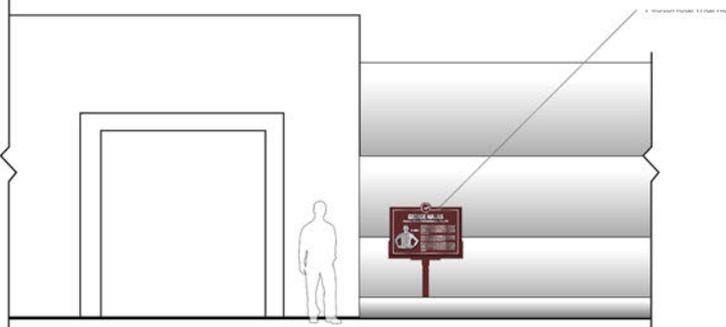
1919 Rose Bowl Game Most Valuable Player

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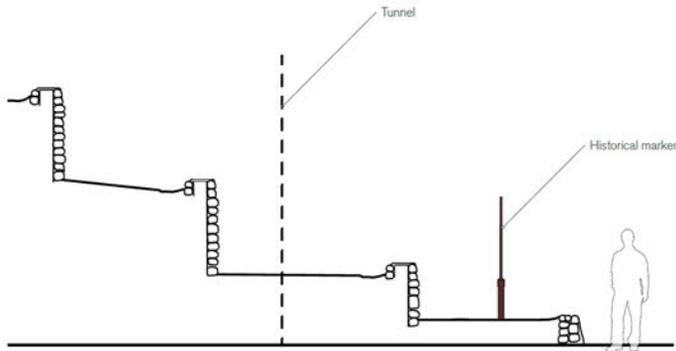
Serving as an ensign in the Navy during World War I, Halas had an incredible impact while at Great Lakes scoring a receiving touchdown and returning an intercepted pass 77 yards in a 17-0 win over the Mare Island Marines of California. The interception return is a record that still stands today as the longest non-scoring interception return.

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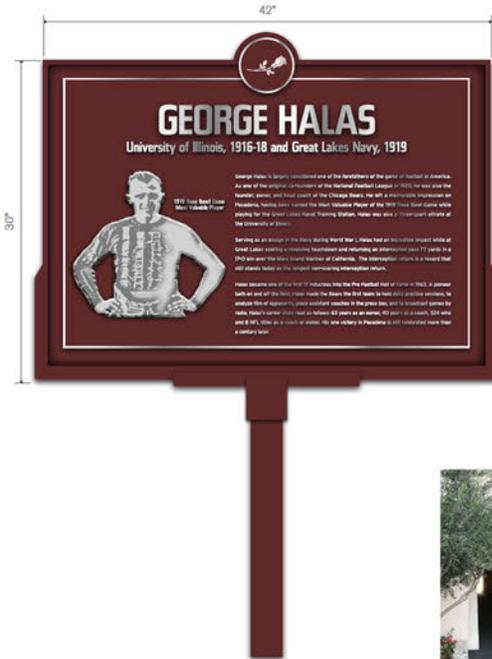
PLAQUE DETAILS



FRONT ELEVATION



SIDE ELEVATION



HISTORICAL MARKER - HORIZONTAL

Aluminum metal-photo plate. Raised photo, text and accents.



LOCATION

**THE HISTORICAL SIGNIFICANCE OF PARTICULAR ICONS AND MOMENTS THAT HAVE DEFINED THE ICONIC TIMELINE OF THIS NATIONAL HISTORIC LANDMARK DESERVE TO BE CELEBRATED AND PORTRAYED FOR EDUCATIONAL AND INSPIRATIONAL PURPOSES.**