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Rose Bowl Stadium & Legacy Foundation



**ROSE BOWL LEGACY FOUNDATION ANNOUNCES COMPLETION OF ITS
\$40 MILLION CENTENNIAL FUNDRAISING CAMPAIGN**

Since the campaign began in 2017, it has raised funds towards capital needs, educational initiatives and more to preserve, protect and enhance the future of the Stadium as a National Historic Landmark.

PASADENA, Calif. (September 6, 2022) The Rose Bowl Legacy Foundation, the Stadium's 501c3 non-profit organization, has announced the completion of its \$40 million centennial fundraising campaign that launched in 2017. The energetic campaign announcement was shared by Legacy Board of Directors and Campaign Chairman, Mickey Segal, during the recent Rose Bowl Party of the Century on the field of the iconic stadium on August 13.

The goal of the centennial campaign was to reach \$40 million in gross donations prior to the venue's 100th birthday, which was met early with the announcement at the Party of the Century. Amidst the campaign, Legacy grew its donor base from 25 local donors to about 5,000 donors nationwide and has appropriately tied the venue's generational history back to key areas around the nation. The gross campaign total was also anchored by \$13.75 million in public support through State and Federal grant awards to further strengthen the venue's safety and hardening as it relates to live events in a modern world.

"The Legacy Foundation has grown by leaps and bounds over the past several years because of the enthusiasm of donors – big and small – around the country," said Segal, who has been involved with the Foundation since the early 2010s and leading its Board since 2015. "This fundraising campaign was one that many thought was not attainable. But our Board, Advisory Board, and support base around the country answered with a resilient result that is emblematic of the Stadium's history."

The announcement, met with a roaring applause during the event, was part of an evening to celebrate the global venue's 100th birthday in which over \$2.1 million in gross fundraising was provided by those in attendance and an audience bidding on auction items from around the country. Segal's announcement at the event was followed by a paddle raiser in which almost \$800,000 was donated by those in attendance to repair the Stadium's iconic marquee sign, which was installed in 1950.

“The Rose Bowl Operating Company and City of Pasadena are grateful to the Legacy Foundation. We would like to thank them for reminding all of us how much the Rose Bowl Stadium means to our community, region, and the world, said Rose Bowl Chief Executive Officer / General Manager Jens Weiden. “The fact that this campaign was successfully completed in our centennial year further highlights the importance of the Legacy Foundation. It is community support like this that will ensure that this wonderful treasure thrives for another 100 years.”

The campaign was launched with a lead gift in 2017 by Tod and Cathy Spieker, a Bay Area family with a fondness for the history at America’s Stadium. The Spieker’s donation named the field at the Rose Bowl Stadium as a result of the foundational commitment to the campaign. “The Rose Bowl holds a special place because it’s a Historical Landmark – a true Historical Landmark,” said Spieker in a 2017 interview. “One should want to preserve Historical Landmarks.”

Key enhancements around America’s Stadium were also bolstered by the fundraising campaign’s success such as a full replacement of the venue’s water and gas lines, new LED Stadium lights, a second videoboard, the addition of a museum and preservation of the Stadium’s two original locker rooms from 1922. Gifts from the campaign not only supported capital enhancements, but also added key heritage recognition pieces around the property such as statues (Jackie Robinson, 1999 Team USA Women’s World Cup Champions and Keith Jackson) and historical markers (such as Stadium Architect Myron Hunt and the ‘Home of the Rose Bowl Game®’) to further deepen the educational experience of visitors to the venerable stadium throughout the year.

“The Legacy team is humbled by the support that we felt during this campaign from private contributors, the local community and our government officials,” said Dedan Brozino, the Stadium’s Chief Development Officer. “This campaign completion, and the reaction of donors from around the country, is a statement of the Rose Bowl Stadium’s importance to the fabric of this nation.

In 2020, key donations during the campaign also helped launch the Rose Bowl Institute (RBI) educational initiative, which champions sportsmanship, leadership and citizenship through educational programs, focused dialogues, awards and scholarships. All Institute programming has been kept free of charge to the public due to the private contributions. Since its launch just two years ago, the Rose Bowl Institute has impacted and reached over 25,000 youth and community members in 33 states and 7 countries.

Since Legacy was founded in 2010 as a non-profit organization, it has raised over \$50 million in gross gifts and pledges to protect, preserve and enhance the future of the Rose Bowl Stadium as a National Historic Landmark.

“We remain inspired by those locally and around the country that treasure the Rose Bowl’s past, but are also motivated to support the future generational impact that is yet to come,” added Brozino. “This fundraising campaign is just a start – we are not finished. This place deserves the best because of what it stands for.”

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About the Rose Bowl Legacy Foundation

Formed in 2010, the Rose Bowl Legacy Foundation is a 501(c)3, tax-exempt organization whose primary goal is to financially ensure the protection, preservation and enhancement of the future of the Stadium as a National Historic Landmark. The Foundation has established funding for key capital improvement initiatives, educational programming and heritage protection due to the generosity of supporters from around the world who are invested in its premier future.

About the Rose Bowl Stadium

The Rose Bowl Stadium is the proud home of the Tournament of Roses' Rose Bowl Game, UCLA Bruins football, AmericaFest Fourth of July Celebration, concerts including Kenny Chesney, Coldplay, Taylor Swift and U2, international and Premier League soccer matches and the World's Largest Flea Market.

A National Historic Landmark built in 1922 and known around the world, the Rose Bowl Stadium has earned its world class reputation by hosting five NFL Super Bowl games, the 1984 Olympic Soccer matches, the 1994 Men's World Cup, the 1999 Women's World Cup, four BCS National College Football Championship Games and the College Football Playoff Semifinal game.