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**ROSE BOWL STADIUM TO LEAD THE HISTORIC  
PASADENA QUARTERBACKS CLUB BEGINNING FALL 2025**

*The iconic club will evolve in its 80<sup>th</sup> year and be re-branded as the 'Rose Bowl Quarterbacks Club'*

**PASADENA, Calif. (March 20, 2025)** The Pasadena Quarterbacks Club, entering its 80<sup>th</sup> year, will have new leadership beginning this fall. The Rose Bowl Stadium will take over the leadership, management, and facilitation of the organization, re-branded to the Rose Bowl Quarterbacks Club. The Pasadena Quarterbacks Club has annually been one of the most respected sporting clubs across America, with peer clubs regularly found in major college football markets across the nation.

The leadership of the Stadium, the Rose Bowl Legacy Foundation, and the Pasadena Quarterbacks Club have been engaged in discussions on how best to grow the club and the Board of Directors of the new Rose Bowl Quarterbacks Club, comprised of members of the former Pasadena Quarterbacks Club Board, is thrilled about the new partnership with the Rose Bowl Stadium.

“The Pasadena Quarterbacks Board of Directors is thrilled about this new partnership with the Rose Bowl Stadium,” said Craig Franzen, President of the Pasadena Quarterbacks Club. “We believe that by combining our resources and expertise, we can create an even stronger and more successful organization. This merger is a true testament to the power of collaboration and the enduring legacy of these two historic Pasadena institutions.”

As the 501c3 of the Rose Bowl Stadium, the Legacy Foundation will work collaboratively with its donor base, partners, and the community relations department at America’s Stadium to ensure the historic club continues to grow for years to come in tribute to its current members.

“The Club has such a proud history of programming and pride in the community and this partnership benefits both organizations,” said Dedan Brozino, President of the Rose Bowl Legacy Foundation. “We

are excited to lead the Club—now eight decades strong—so that it can continue to provide inspirational and thoughtful content for football fans of the Stadium’s iconic history.”

For years, the club’s impact has extended well beyond hosting luncheons with celebrity guest speakers. It has contributed to local charitable and public causes and has always shined a weekly light on high school football within the San Gabriel Valley, including donations to support local high school programs.

The upcoming meeting dates, location and pricing for Fall 2025 have not been determined at this time.

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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 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, the College Football Playoff Semifinal and Quarterfinal Games and will host soccer in the 2028 Olympic Games.

The Rose Bowl is the proud home of the annual Rose Bowl Game., UCLA Bruins Football, world class concerts, International and Premier League soccer matches, music festivals, community programming, and the World’s Largest Flea Market.