



## —MEDIA ADVISORY—

The Terry Donahue Memorial CA Showcase and The Rose Bowl Institute requests your coverage of the 11st Annual Terry Donahue Memorial CA Showcase featuring 400 elite student-athletes from all over California.

**WHAT:** The FREE event will feature 400 elite student-athletes from all over California and bring together NCAA Division II, III, and NAIA colleges/universities from across the country, as well as California community college programs. Players will showcase their skills during a series of tests and drills that will best display each player's talent at their respective positions. The showcase is a FREE EVENT OPEN TO ALL PARTICIPANTS and open to graduating High School Seniors and 2nd year Community College athletes.

The CA Showcase will be organized and managed by former college and professional football players and coaches associated with Coach Donahue throughout his career.

Following the activities, players and coaches from the **colleges/universities will meet in an adjacent facility** to discuss scholarship and financial aid opportunities.

**WHERE:** Great Park in Irvine, California (Sand Canyon & 5 Fwy)

**TIME:** Saturday, February 24, 2024; 9:00AM - 1:00PM

**WHO:** Admission in the area will be restricted to student-athletes, participating coaches and volunteers, visiting high school and college/university coaches and/or administrators, and the media.

**ABOUT:** With High School scholarships down 50% due to portal in college football, nearly **4,000 student-athletes** have participated in the California Showcase since 2013, with over **1,100** signing with an NCAA Division II, III or NAIA four-year college, or CA community college. **1 in 3 Athletes** who attend the CA Showcase sign with a college. Student-athletes have been recruited by 150 colleges or universities in 27 states. Average financial aid awarded **per athlete is over \$30,000 per year**, which equals \$120,000 toward a college degree per student-athlete at a four-year institution. **\$40 million in**

**financial aid** awarded from NCAA Division II, III or NAIA colleges/universities and California community colleges.

Additionally this year, the Rose Bowl Institute and the CA Showcase will be awarding ten High School Football program grants. For high school programs to become eligible they must participate in the showcase on February 24th. The Rose Bowl Institute CA Showcase High School Football grant program will enable youth high school programs to upgrade equipment, improve playing fields and other items needed to continue to improve and impact its student athletes. The belief is that the students are at the camp to receive scholarship opportunities therefore, the RBI and Showcase would like to provide grant opportunities to the highschool football program to impact the many students rather than the one.

Grants of up to \$5K to a southern california highschool football program will be considered to the high schools that attend the annual California showcase. In 2024, we are looking to distribute 10 \$2500-\$5000 grants to highschools that attend the showcase. High School programs will be identified by a group of individuals on the California Showcase board as well as one of the founding fathers of the program and current Rose Bowl Institute President, James Washington.

For more information about the the Terry Donahue Memorial CA Showcase, visit:  
<https://www.cashowcase.org/>

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