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Rose Bowl Stadium & Legacy Foundation



THE ROSE BOWL INSTITUTE



Rose Bowl Institute Launches Civic Literacy Project with Local and National Partners with Sportsmanship as Citizenship Theme

PASADENA, Calif. (March 3, 2023) In its continued effort to champion sportsmanship, leadership, and citizenship, the Rose Bowl Institute launched its “Sportsmanship as Citizenship” civic literacy program. While it will grow to be national in scope, the program launched locally this past week in the Pasadena Unified School District with school appearances at Marshall Fundamental Secondary School and Pasadena High School.

Partnering with the National Constitution Center in Philadelphia, Ready, Set, Gold! in Los Angeles, and coordinating initially with the Pasadena Unified School District, the project sends athletes to high schools to promote the value of sportsmanship and show students the parallels between good sportsmanship and good citizenship. They then leave behind materials and resources from the non-partisan National Constitution Center for follow-up learning activity.

“The Rose Bowl Stadium has impacted generations in such emotional ways,” said Jens Weiden, Chief Executive Officer / General Manager of America’s Stadium. “The Rose Bowl Institute putting athletes in schools in extending that impact into our communities, starting with PUSD, and will deepen the understanding of sportsmanship’s value to all of us as we grow and live our lives.”

The purpose of the program is to interest American youth in becoming good citizens on the field and in their communities. The Rose Bowl Institute seeks to inspire students by facilitating athletes to speak in schools on sportsmanship as citizenship. Athletes have the students’ attention and respect and can get messages across.

John Naber, five-time Olympic medalist and former world swimming record-holder, spoke to students at a Marshall School Town Hall, describing the elements of sportsmanship and showing the parallels to the elements of good citizenship. Among those elements for both are fair play (rule of law), respectful competition (respect for the “other”), teamwork (collaboration) and appreciation for the game (understanding the democratic process).

Cody Jones, a Paralympian born with cerebral palsy, set records throwing the javelin for the U.S. Paralympian Track and Field team and authored the inspirational children’s book, *Henry Makes It on Top*. He spoke on March 1 to Pasadena High School.

Ready, Set, Gold! sponsors Olympic and Paralympic athletes to speak to student populations on pro-social subjects. Under this program's auspices, it provided two athletes to Pasadena schools to launch this nationwide program.

"This country needs more attention to civic literacy. The Rose Bowl Institute is delighted to partner with such luminary organizations in bringing attention to this critical topic to schools, beginning in our hometown, Pasadena," said Institute president Charlie Firestone. "By gaining the students' attention with inspiring athletes," added Program Director Lauren Hall, "this session awakens their appetite for learning more about American democracy."

All in all, then, being a good sport is just as important as being a good pure athlete. A sportsmanship mentality is better than "winning at all costs." And being a good citizen is critical to the future of this country.

"We are thrilled to partner with the Rose Bowl Institute in this important endeavor to educate American youth on civics via references to sportsmanship." said Jeffrey Rosen, President and CEO of the National Constitution Center. "Our National Constitution Center materials designed for this program allow students and teachers alike to pursue interests in the Constitution and our rights and responsibilities."

For more information on the Rose Bowl Institute please email rosebowlinstitute@rosebowlstadium.com, or call 626-577-3100.

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About the Rose Bowl Institute

The Rose Bowl Institute, an arm of the Rose Bowl Legacy Foundation, champions sportsmanship, leadership, and citizenship. Through educational programs, focused dialogues, and awards the Institute leverages the power of sports to unite people everywhere.

Launched in 2020, it is an arm of the Rose Bowl Legacy Foundation. Charlie Firestone, a former vice president of the Aspen Institute, leads the Institute. Additionally, the Institute has grown an [Advisory Board](#).

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 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.

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 events, AmericaFest 4th of July Celebration, and the World's Largest Flea Market.

About Ready, Set, Gold!

Ready, Set, Gold! is a community health, fitness, and social and emotional learning (SEL) program that promotes healthy and active lifestyles to children in Southern California schools. RSG! is a public-private partnership between the Southern California Committee for the Olympic Games (SCCOG), The Foundation for Global Sports Development, and several public-school districts. RSG! believes that every student should have equal access to resources that support physical health and academic achievement.

About The National Constitution Center

A private, nonprofit organization, the Center serves as America's leading platform for constitutional education and debate. As the **MUSEUM OF WE THE PEOPLE**, the Center brings the Constitution to life for visitors of all ages through interactive programs and exhibits. As **AMERICA'S TOWN HALL**, the Center brings the leading conservative and liberal thought leaders together to debate the Constitution on all media platforms. As a **HEADQUARTERS FOR CIVIC EDUCATION**, the Center delivers the best educational programs and online resources that inspire citizens and engage all Americans in learning about the U.S. Constitution.