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**THE ROSE BOWL INSTITUTE CELEBRATES FIVE YEARS
OF IMPACT, LEADERSHIP, AND LASTING VALUES**

PASADENA, Calif. (August 6, 2025) The Rose Bowl Institute (RBI) proudly celebrates its fifth anniversary, marking a major milestone in its mission to champion sportsmanship, leadership, and citizenship as life values that transcend the playing field.

Launched in 2020 at the iconic Rose Bowl Stadium through its nonprofit organization the Rose Bowl Legacy Foundation, the Institute set out to prove that sports is more than just a game—it's a powerful platform to build character, strengthen communities, and inspire the next generation of leaders. Five years later, the Rose Bowl Institute has become a national voice for the values of sport, reaching over 140,000 individuals across 45+ states and nearly 30 countries through free educational programs, digital content, and community initiatives.

"We are incredibly proud of how far the Institute has come in just five years," said Dedan Brozino, President of the Rose Bowl Legacy Foundation. "The vision we had at the beginning is evolving and growing beyond what we imagined through impacting youth and community on a global scale... just like the Rose Bowl Stadium has for over a century."

Sportsmanship as a Life Skill

At the core of RBI's mission is the belief that the same values that create champions on the field—fair play, teamwork, respect, and integrity—are the very values that shape strong, empathetic citizens off the field. Through its programs, the Institute teaches how to apply these values in schools, workplaces, and everyday civic life.

These aren't just game-time values—they're life values. And in a world that often feels divided, sportsmanship offers a common ground. That's why the Rose Bowl Institute has made sportsmanship its foundation, weaving it into everything it does—from bringing athletes into schools to teach character and civics, to hosting global dialogues that promote empathy, inclusion, and respect.

RBI is quickly becoming known nationwide for redefining sportsmanship—not just as something that happens between whistles, but as a mindset for how we treat one another in everyday life. It's about

showing up with integrity, listening with respect, and learning how to work together, even when we disagree.

Because in the end, it's not just about winning or losing—it's about who we are while we play the game, and who we become because of it.

“This isn’t just about the game—it’s about building a legacy of leadership, unity, and civility for the future of this country. Sports teaches us so many invaluable characteristics that we can employ through life,” said James Washington, President of the Rose Bowl Institute.

Five Years of Impact: Program Highlights by the Numbers

Women’s Empowerment: Nearly 70,000 participants through virtual symposiums and in-person networking events promoting equity and leadership.

- The Rose Bowl Institute’s Women’s Empowerment Symposium is a signature annual program designed for high school and college students, offering leadership and confidence-building education through the lens of sports values. Featuring inspiring conversations with prominent female leaders—from Olympians like Simone Biles to global figures such as former Secretary Madeleine Albright—the program empowers young women and educates young men on equity, leadership, and character.
- Since its launch in 2019, the symposium has reached over 70,000 participants across the globe. With both virtual and in-person experiences—including a powerful luncheon on the Rose Bowl field for underserved youth—the initiative continues to instill the skills, ethics, and mindset needed for success in life beyond the classroom and playing field.

Athletes in Schools: Over 32,000 students reached through athlete-led talks on sportsmanship and citizenship. The Rose Bowl Institute’s *Athletes in Schools* program brings the values of sportsmanship into classrooms nationwide to inspire civic literacy among junior high and high school students. In partnership with the National Constitution Center, the program connects the principles of fair play, teamwork, and respect in sports to key tenets of active citizenship, such as collaboration, rule of law, and civic responsibility.

Through athlete-led talks and engaging classroom materials, students learn how sports values translate into everyday democratic participation. By leveraging the influence of athletes as relatable role models, the program fosters personal accountability, mutual respect, and a deeper appreciation for civic life.

Rose Table Dialogues: More than 17,500 participants in thoughtful roundtable discussions on inclusion, athlete mental health, and media responsibility.

- The Rose Bowl Institute’s *Rose Table Dialogues* are intimate, two-part, moderated roundtable discussions that bring together 20–25 diverse leaders and experts to address complex societal issues through the lens of sports values. Each session refines a specific topic—such as inclusion, athlete mental health, or media responsibility—and develops actionable solutions using the collective insight of stakeholders.
- Participants, who represent key voices in the conversation, are encouraged to take the dialogue beyond the table—advocating for change and expanding the impact through their platforms.

With over 17,500 participants to date, the series transforms thoughtful discussion into real-world influence.

Additional Initiatives: Over 20,000 more engaged through Race and Sports Panels, ROSI Sportsmanship Awards, and “Sportsmanship Spots” aired at live events.

From Pasadena to global digital platforms, the Institute has created a ripple effect—turning conversations into action, and values into lifelong lessons.

1,000 for Thousands: Celebrating 5 Years of Global Impact

The Rose Bowl Institute thrives because of the incredible support from our community. Over the past five years, we’ve impacted thousands of lives around the world — empowering youth, inspiring leaders, and promoting character through sportsmanship values.

Now, in celebration of our 5th anniversary, we’re launching our “Teaching the World How to Give” initiative — a call for 1,000 champions of change to each contribute \$1,000 in support of the Rose Bowl Institute’s educational programming.

At the heart of this effort is our “1,000 Stories, 1,000 Impact” campaign. This isn’t just about raising funds — it’s about continuing the legacy of the Rose Bowl and building a powerful, values-driven community committed to meaningful change.

Every gift supports programs that teach, empower, and inspire.
Every gift becomes part of a story — one of purpose, leadership, and lasting impact.

Driven by Donors, Fueled by Purpose

All RBi programs are fully funded by the philanthropic support of private donors and community partners to the Rose Bowl Legacy Foundation. The generosity of these benefactors has ensured that all RBi programs remain free and accessible, removing barriers and opening doors to meaningful education and civic engagement for young people everywhere.

As the Institute looks to expand the reach and depth of its mission, current and future donors will be the fuel to reach more youth and community through these important platforms.

Looking Ahead

As it enters its next chapter, the Rose Bowl Institute will continue to grow its efforts nationally and strengthen its partnerships to reach even more communities. With a growing Advisory Board of national leaders in sports, media, and civic life—and continued support from institutions across the country the Institute is set up to expand its influence and uphold the values it was founded on.

“Sport has the power to unite people everywhere,” said Washington, quoting Nelson Mandela. “At the Rose Bowl Institute, that power drives everything we do.”

To learn more or get involved, please visit www.rosebowlinstitute.org or email rosebowlinstitute@rosebowlstadium.com.

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ABOUT THE ROSE BOWL INSTITUTE

The Rose Bowl Institute champions sportsmanship, leadership, and citizenship. Through educational programs, focused dialogues, and awards, the Institute leverages the power of sports to unite people everywhere. It is an arm of the Rose Bowl Legacy Foundation. James Washington, a former two-time Super Bowl Champion and UCLA Alumni, leads the Institute alongside a current [Advisory Board](#).

Launched in 2020, the Rose Bowl Institute has proven to be an inspirational flashpoint to educate and inspire both at-risk youth and underserved communities in Southern California and around the nation with compelling programming. Sports is a universal language that has the power to unite everyone. The Institute continues teaching independent skills and positive sports values such as ethics, teamwork, sportsmanship, equality to ensure its viewers and participants are exposed to free programming that can benefit their growth as contributing members of society.

Coupled with the Rose Bowl Stadium brand, and anchored by a nationwide, celebrity, values- driven advisory board, the Institute has quickly become a unique leader in valuable, productive dialogues rooted in positive sports values.

ABOUT THE ROSE BOWL STADIUM

The Rose Bowl Stadium is a National Historic Landmark built in 1922 and known throughout the world with its world-class reputation for hosting the 1932 Olympic Track Cycling event, 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 Quarterfinal and Semifinal Game. In 2028, the iconic venue will host the Olympic Games for a third time. The Rose Bowl is also known globally for hosting the annual Rose Bowl Game®, UCLA Football, international and Premier League soccer matches, and the World's Largest Flea Market.

The Rose Bowl Stadium is one of the world's greatest concert and festival venues, hosting world-class concerts including Coldplay, Karol G, the Rolling Stones, Taylor Swift, Beyonce and Jay-Z, and Kenny Chesney. Since 2016, Brookside Golf Course at the Rose Bowl has become a premier music festival venue hosting numerous annual events attracting hundreds of thousands of guests through the years.