

Media Contact:

Meredith Thomas, Sr. Director of Communications
Rose Bowl Stadium and Legacy Foundation | C: 626-524-2533
E: mthomas@rosebowlstadium.com



Rose Bowl Institute Convenes Global Leaders at Inaugural Sportsmanship Summit

PASADENA, Calif. (June 24, 2026) – The Rose Bowl Institute brought together a global community of leaders at its inaugural Sportsmanship Summit at the Rose Bowl Stadium, bringing together voices across sport, government, business, and media for two days of dialogue on the role of sportsmanship in shaping society.

Held just days before FIFA World Cup events began in the Los Angeles region, and as the nation looks ahead to America's 250th anniversary and the 2028 Olympic Games, the Sportsmanship Summit underscored the significance of what many are calling "America's Decade of Sport".

The Summit featured conversations with world-class athletes and leaders including Olympic Champion Allyson Felix, Olympians Brooklyn Moors and Tori Franklin, Former MLB All-Star Tyson Ross, Chairman of Premier Partnerships Alan Rothenberg, and Super Bowl Champions Malcolm Smith and Darren Woodson.

"Something that I try to remember, no matter who the competitor is and no matter what their background is, there's a love and a respect for the game, the sport, and also for the person you're competing against," said Allyson Felix, the most decorated US Track and Field Olympian in history. "There's enough room for us all—we can all make it. There's space for everyone, and a win for my teammate is a win for me as well."

The Summit created a platform for dialogue across sectors and perspectives through partnerships with the U.S. Department of State's Sports Diplomacy Program, Aspen Institute's Sports & Society Program, Ronald Reagan Presidential Foundation and Institute, Players Coalition, Sport for Impact, LaChica Sports & Entertainment Group, Champions for Good, LA84 Foundation, Classroom Champions, LACMA, LA Sports, Disagree Better, Better Rivals, Maven Strategy Group, Meridian International Center, UNLV Sports Innovation Institute, and Dr. Betty Uribe.

A roundtable on sports diplomacy highlighted sport as a universal language capable of building trust across cultures and strengthening international relationships. Participants emphasized the responsibility to leverage sports connections that extend far beyond governments to include athletes, institutions, businesses, and communities alike.

"Sport can be such a powerful vehicle for transformation for so many people, and I think as athletes we have an opportunity to give back, inspire the youth, and support the next generation ... it's not all about being a professional athlete, but about being a professional person and a good teammate, whether you are on or off the field," said Tyson Ross, former MLB All-Star.

The program also focused on the human side of competition, examining how athletes and organizations can foster cultures rooted in respect, resilience, and accountability amid increasing visibility and pressure.

A fireside conversation with Brigham Young University President Shane Reese explored how sport shapes character and leadership, with a focus on self-discipline, respectful rivalry, and initiatives like *Rival Right* as models for promoting integrity both on and off the field.

"Sportsmanship is not just a value within sport, it is a foundation for leadership, connection, and community," said Dedan Brozino, President of the Rose Bowl Legacy Foundation. "As we look ahead to an unprecedented decade of global sport, the conversations and commitments made here in Pasadena reflect the opportunity and responsibility we all share to ensure sport continues to unite and inspire." The Summit left attendees with a call to action, encouraging participants to identify tangible ways to leverage sport within their own organizations to strengthen relationships, foster understanding, and create lasting impact in the years ahead.

For more information, including a recap video and additional highlights from the Summit, visit <https://sportsmanshopsmit.splashthat.com/>.

###

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. To learn more about upcoming programs, visit www.rosebowlinstitute.org or contact rosebowlinstitute@rosebowlstadium.com.