



**A CAMPAIGN FOR THE FUTURE OF  
AMERICA'S STADIUM**

**THE ROSE BOWL OPERATING COMPANY AND THE ROSE BOWL LEGACY FOUNDATION  
ANNOUNCE *THE LASTING LEGACY* CAMPAIGN TO COMPLETE \$80 MILLION IN  
REVITALIZATION AND ENHANCEMENT PROJECTS**

***Eight projects are included that will improve the guest experience at America's Stadium and  
secure its infrastructure for generations***

**PASADENA, CA (December 2, 2024)** – The Rose Bowl Operating Company along with its supporting nonprofit organization, the Rose Bowl Legacy Foundation, has announced *The Lasting Legacy Campaign*, a multi-project, multi-year revitalization campaign for the future of America's Stadium. The campaign will be led by privately-raised funds cultivated by the Rose Bowl Legacy Foundation, as well as contributions from the venue's third-party partners and vendors.

Among the capital projects are a brand-new field-level club to be built in the Rose Bowl's south end zone; east side safe standing sections; a sound system replacement; enhancements to fan technology and connectivity; improvements to the venue's bowl seating; and the installation of one of the nation's largest videoboards. A full refurbishment of the Stadium's Rose Bowl marquee sign and infrastructure improvements to the gas and water systems are also included. These projects will transform the fan and community experience, ensuring the continued trajectory of the venue's hosting abilities for world-class sports and entertainment events, and further driving economic growth and development in the surrounding region.

Some of the projects were completed prior to UCLA's first season in the Big Ten Conference this fall, including a full refurbishment of the Stadium's iconic Rose Bowl marquee sign which is over 70 years old as the venue's main patron focal point, the installation of a complete state-of-the-art overhaul of the Stadium's sound system (its first since the 1990s), and the addition of the east side safe-standing sections for Bruin students, which includes the first eight rows of the east sidelines behind the visitor's bench.

"Thanks to the leadership of the Rose Bowl Operating Company Board of Directors and due to the tireless efforts of the Rose Bowl Legacy Foundation Board and Advisory Boards, the Rose Bowl Stadium has never been better positioned to thrive. These investments will help ensure that we remain one of the most dynamic football, soccer, concert and festival venues in the world." said Jens Weiden, CEO of the Rose Bowl Operating Company. "The silent fundraising phase of the campaign was outstanding and thanks to the incredibly generous donors to Legacy, and key commitments from our Stadium partners, six of the eight projects are already fully funded or completed."

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The Rose Bowl Stadium, which celebrated its centennial birthday in 2022, will host its third Olympic Games in 2028, and the Rose Bowl Game® is a quarterfinal site of the College Football Playoffs for the next two seasons. UCLA Football has called Pasadena home since 1982.

Major donations to the Legacy Foundation have set the foundation for the campaign along with a significant contribution from San Diego-based JMI Sports. Local philanthropists Bob Kohorst and Shelley Allen provided the first major private foundational commitment to the campaign.

The eight projects will be completed in two phases, with Phase I aiming to be complete in 2026 and Phase II beginning shortly following the 2028 Olympic Games. Phase I includes a historic marquee sign refurbishment, the seating bowl sound system replacement, the east side safe-standing section, gas and water infrastructure replacement and improvement, stadium cellular service enhancement, and the end zone field club with back of house amenities to support hospitality and event experiences. Phase II will include major improvements to bowl seating and the installation of a new, state-of-art videoboard.

*“The Lasting Legacy Campaign* is a crucial step in reaffirming the Stadium’s place as a global icon in sports, entertainment and culture,” said Dedan Brozino, President of the Rose Bowl Legacy Foundation. “Our donor base has grown so much over the years and has followed the example set by our Board of Directors and Advisory Board, all of whom are volunteers. We thank Bob Kohorst and Shelley Allen, as well as several other private supporters for their cornerstone commitments that have undoubtedly inspired a key philanthropic start to this fundraising effort to protect, preserve, and enhance America’s Stadium.”

The capital projects are aligned with the historical preservation of the Rose Bowl Stadium as a National Historic Landmark, with Historic Resources Group (HRG) leading the effort to study and navigate the campaign’s projects. The Pasadena-based HRG assisted with the Stadium’s last renovation in the early 2010s when the Terry Donahue Pavilion and other projects were completed.

“Very few historic buildings represent the living spirit of American sport,” said Peyton Hall, Principal Architect Emeritus for Historic Resources Group. “The Rose Bowl, a National Historic Landmark, is first among them. No other stadium has been known and visited by more Americans, and keeping this storied treasure strong and lively is an obligation for all of us.”

The Rose Bowl Stadium has proven to be one of the biggest components of economic viability and growth in the City of Pasadena and the surrounding area, with its major events often having a positive ripple effect in the local business community.

“The Rose Bowl Stadium has been a catalyst for the local economy for over a century, creating thousands of jobs at each event, filling hotel rooms and restaurants and ensuring activity in our great city and region,” said Victor Gordo, Mayor of the City of Pasadena. “With the venue being more vibrant than ever before, the projects within the *Lasting Legacy Campaign* will ensure future competitiveness in the local and national market for events that make Pasadenans proud. The Rose Bowl is truly America’s Stadium and is a key part of the heartbeat of the San Gabriel Valley community.”

UCLA's move to the Rose Bowl Stadium as its home field in 1982 is considered one of the most important in the venue's history, and the Bruins' transition to the Big Ten Conference has only furthered interest.

"The Rose Bowl Stadium has been our home for over forty years and America's Stadium for more than one hundred," said Martin Jarmond, UCLA's Director of Athletics. "We look forward to seeing the unmatched tradition of the iconic Rose Bowl Stadium paired with modern-day amenities that will enhance the fan experience for years to come."

As the landscape of college football continues to evolve, the Rose Bowl Game® is central to the College Football Playoff expansion. The Stadium was built in 1922 to host college football's first postseason bowl game, and soon the game became known as the Granddaddy of Them All® and solidified the importance of New Year's Day in Pasadena. The College Football Playoff quarterfinals at the Rose Bowl Game will be held on January 1, 2025, as part of America's New Year's Celebration® led by the Pasadena Tournament of Roses.

"The Tournament of Roses is proud to support the *Lasting Legacy Campaign's* revitalization plans for the Rose Bowl Stadium over the next several years," said Ed Morales, President of the Pasadena Tournament of Roses. "*Lasting Legacy's* efforts will undoubtedly ensure Pasadena's New Year's Day tradition of The Granddaddy of Them All – the Rose Bowl Game® and assist in attracting world-class events to the Rose Bowl Stadium throughout the year."

The Rose Bowl Stadium is operated daily by the Rose Bowl Operating Company on behalf of the City of Pasadena and ensures that the internationally recognized venue returns economic and civic value to the Crown City.

"At 102 years young, the Rose Bowl Stadium is a vibrant sports and entertainment venue," said Steve Haderlein, President of the RBOC Board of Trustees. "To continue this momentum, investments into the Stadium are necessary and we are thrilled to play our part. These investments will enable the Rose Bowl Stadium to continue to thrive in the Southern California marketplace and embraces a future that includes a third Olympic Games in Pasadena. I want to commend the RBOC Board, the Legacy Foundation, the RBOC staff, and the City leadership who have worked responsibly towards solutions that will ensure the venue remains viable for future generations."

For more information on *The Lasting Legacy Campaign* or to sign up for the campaign's mailing list for project updates and progress, please visit [www.RoseBowlLastingLegacy.com](http://www.RoseBowlLastingLegacy.com).

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**WHAT OTHERS ARE SAYING ABOUT THE ROSE BOWL STADIUM REVITALIZATION PROJECTS AND THE LASTING LEGACY CAMPAIGN**

**Los Angeles County Supervisor Kathryn Barger (District 5):**

“The Rose Bowl is a jewel in our community, playing host to some of the most memorable moments in our history. *The Lasting Legacy Campaign* will ensure that this beloved venue continues to stand as a place for people around Los Angeles County, the nation, and the world to come together and celebrate. The venue has been successful throughout its history because of the overwhelming support of the community, and it is the community who will continue to propel it forward for generations to come. I’m proud to have America’s Stadium in my district and look forward to all the great things in store for its future.”

**Congresswoman Judy Chu, CA-28**

“The Rose Bowl is America’s Stadium. As the world looks to Los Angeles and Pasadena for the 2028 Olympic Games, we must continue to meet visitors’ expectations of safety, security, and memorable live event experiences at major venues. I’m excited that the Rose Bowl has found a blend of projects that will preserve the Stadium’s incredible history and its status as America’s Stadium.”

**California State Senator Sasha Renée Pérez (District 25):**

“As a lifelong resident of the San Gabriel Valley, I’ve seen first-hand how the Rose Bowl Stadium is a hugely important component to economic impact as well as community, state-wide, national and global pride. Growing up here, the venue was always a source of community togetherness and it continues to represent that on levels that are even greater than we had imagined. The projects within this campaign effort will solidify that the next generation of San Gabriel Valley residents, along with visitors from around the globe, can continue to generate memories on a generational level.”

**California State Assemblymember John Harabedian (District 41):**

“The Rose Bowl is America’s Stadium for a reason. There have been more iconic moments in the history of sports and entertainment there than just about anywhere else in the country. As a major economic driver for the San Gabriel Valley and beyond, improving the facility and keeping it a world-class venue is critical to the future of our entire region. I applaud the forward thinking of the Rose Bowl to ensure that this great treasure of a Stadium remains vibrant and welcoming for decades to come while staying true to the rich history that has made it so important over the last century.”

**Former California State Senator, Anthony Portantino (author of Senate Bill 96):**

“It is important that we keep and appreciate our historic venues, especially our National Historic Landmarks, as they are the civic and community spaces that drive many of our most cherished events and traditions. Senate Bill 96 (*The Historic Venue Restoration and Resiliency Act*) helps preserve and restore our beloved venues like America’s Stadium, the Rose Bowl, for generations to enjoy. I appreciate our nonprofit and extended communities for their collective efforts and mission to support and enhance this iconic Stadium.”

**Former California State Assemblymember Chris Holden:**

“Beginning with my time on the Pasadena City Council, the Rose Bowl and I have worked together in service to the community. As a native of Pasadena, I have watched this world-class structure drive attendance from all across the globe and put Pasadena on the map. It was my privilege to provide a budget victory that brought \$3 million to support vital infrastructure improvements and emergency preparedness so that the Rose Bowl Stadium can continue to thrive and inspire. Given the Stadium’s massive importance to this region, my hope is that the efforts of our current and future elected officials reflect the support that this global venue deserves as well.”

**About the Lasting Legacy Capital Campaign – [www.RoseBowlLastingLegacy.com](http://www.RoseBowlLastingLegacy.com)**

Launched on December 2, 2024, the *Lasting Legacy Campaign* is a crucial step forward in reaffirming the Stadium’s place as a global icon in sports, entertainment and culture. The *Lasting Legacy Campaign* will be led with privately-raised funds cultivated by the Legacy Foundation. It is an eight project, two phase campaign estimated to be completed between 2024-29.

This ambitious initiative goes beyond mere preservation. The venue will be enhanced to create more generational memories for attendees and the community, ensuring that the experience meets the modern-day expectations of its visitors. The projects will prioritize the improvement of the experience at America’s Stadium for all fans, while leveraging the overall environment to enhance the sights, sounds and views that have written the venue’s iconic story.

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

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