

SHRINERS CHILDREN'S EAST-WEST BOWL

PRESS RELEASE



Shriners Children's East-West Bowl Announced as Part of Rebrand of Historic College All-Star Football Game *102nd rendition of annual event to take place at AT&T Stadium on February 4*



[Press kit with updated logo](#)

ARLINGTON, Texas (July 20, 2026) – Shriners Children's has announced the official rebranding of the iconic East-West Shrine Bowl to the **Shriners Children's East-West Bowl**, marking a new era for the nation's oldest college all-star football game. The 102nd Shriners Children's East-West Bowl will be held on February 4, 2027 at 6:00 p.m. CT at **AT&T Stadium** in Arlington, Texas.

As the nation's oldest college football all-star game, the East-West Bowl brings together many of the nation's top NFL Draft prospects to showcase their talents in front of representatives from all 32 NFL teams while supporting the life-changing mission of Shriners Children's. The 2026 game showcased 54 future NFL Draft selections, further cementing the event's reputation as a premier showcase of professional talent.

The updated name and visual identity of the game honor Shriners Children's as the owner, operator, and sole charitable beneficiary of the 101-year-old event, reinforcing the organization's mission to provide world-class pediatric specialty care regardless of families' ability to pay or insurance status.

"This rebrand reflects exactly what the game has always stood for — hope, healing, and the life-changing impact Shriners Children's has on families," said Dustin Johnson, executive director of sports for Shriners Children's. "The Shriners Children's East-West Bowl will continue to showcase elite college athletes along their path to the NFL, but more importantly, it will continue to spotlight the children who inspire us every day.

The new logo continues to feature the powerful silhouette of former Boston College star Mike Esposito holding hands with Nicole, a young Shriners Children's patient, during a 1974 hospital visit. The image has long symbolized the bond between athletes and the patients they support, capturing the heart of the game's purpose.

"We would like to thank the Dallas Cowboys for their continued partnership and dedication to our cause," said Bob Roller, vice president of sports for Shriners Children's. "We're looking forward to the 102nd Shriners Children's East-West Bowl on February 4, 2027 at AT&T Stadium in Arlington, Texas."

Shriners Children's 1,000 List

The Shriners Children's 1,000 list was also announced today. The list serves as a look into the organization's scouting process, as well as begin to preview college players who are currently all-star game eligible for the 2027 Shriners Children's East-West Bowl and 2027 NFL Draft class. Every year, approximately 1,000 all-star game eligible players are drafted, signed after the draft, or attend a rookie mini-camp.

[Click here for the complete list.](#)

The organization's football staff scouts players from all four levels of football and consults with NFL and college personnel to ensure the selection of the best 1,000 players for the NFL level. Players invited to the Shriners Children's East-West Bowl will be coached by NFL coaches, in an NFL facility, and will have access to NFL-level resources, facilities, player-friendly schedules, and opportunities at the highest level.

###

About the Shriners Children's East-West Bowl

The Shriners Children's East-West Bowl is the nation's oldest college all-star football game. Since 1925, the game has benefited Shriners Children's and its mission to provide innovative pediatric specialty care to improve and transform the lives of children. The Shriners Children's East-West Bowl is known for being the starting point of many noteworthy NFL careers, including nearly 80 members of the Pro Football Hall of Fame and more than 200 members of the College Football Hall of Fame. For more information, please visit shrinersbowl.com.

About Shriners Children's

Shriners Children's is a leader in providing care for orthopedic conditions from routine injuries to complex conditions including scoliosis and other spine disorders, sports injuries and spinal cord injury rehabilitation; burn injuries; and cleft lip and palate. We also offer specialized services including orthotics and prosthetics and motion analysis. We strive to provide the care and support our patients need to reach their goals and discover their full potential. In addition, our healthcare system conducts research to improve our patients' quality of life and offers outstanding educational programs for medical professionals. All care and services are provided regardless of the families' ability to pay or insurance status. Shriners Children's is a nonprofit organization and relies on the generosity of donors. All donations are tax deductible to the fullest extent permitted by law. For more information, including the full range of care disciplines, please visit shrinerschildrens.org.

MEDIA CONTACTS

Rob Scichili | Tony Fay PR | rob@tonyfaypr.com | 214-663-3734

Marcus Carr | Tony Fay PR | marcus@tonyfaypr.com | 817-773-1514



Try email marketing for free today!