

SHRINERS CHILDREN'S EAST-WEST BOWL

PRESS RELEASE



FOR IMMEDIATE RELEASE

Shriners Children's, Dallas Cowboys Sign Multiyear Deal to Host Historic East-West Bowl at AT&T Stadium; Scripps Sports to Broadcast Game Nationally on ION

Multiyear partnership and national primetime broadcast on ION position the Shriners Children's East-West Bowl for unprecedented visibility and enhanced all-star experience.

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ARLINGTON, TEXAS (Sept. 15, 2026): Shriners Children's™ announced today a landmark multiyear partnership with the Dallas Cowboys to host the Shriners Children's East-West Bowl™ at AT&T Stadium in Arlington, Texas through 2031.

Beginning in 2027, all practices and the nationally televised all-star game will take place inside AT&T Stadium, creating an unrivaled, fully immersive experience for NFL Draft prospects, coaches, executives, and scouts.

"This longtime partnership continues to bring together two organizations with a shared commitment to showcasing the next generation of talent while impacting children in need of support," said Dallas Cowboys Owner, President and General Manager Jerry Jones. "We're proud to host the Shriners Children's East-West Bowl at AT&T Stadium for years to come and to give these players, as well as their families and fans, a world-class experience."

This announcement follows the recent rebrand of the historic event from the East-West Shrine Bowl to the Shriners Children's East-West Bowl. The updated name and visual identity honor Shriners Children's as the owner, operator and sole charitable beneficiary of the 102-year-old event, reinforcing the organization's mission to provide world-class pediatric specialty care regardless of families' ability to pay or insurance status.

"We are proud to continue our meaningful relationship with the Dallas Cowboys, and securing a long-term deal to host our historic all-star game at AT&T Stadium takes that partnership to an entirely new level," said Bob Roller, Vice President of Sports for Shriners Children's. "Our practices and game are a critical component of the NFL Draft process and pairing them with a world-class venue creates an unmatched stage for NFL prospects while also advancing the mission of our charitable healthcare system."

The 102nd edition of the nation's oldest college all-star football game will be played on Thursday, February 4, and broadcast through a robust media partnership with The E.W. Scripps Company. Scripps Sports and ION will serve as the official broadcast partner of the Shriners Children's East-West Bowl. The game will be televised nationally in primetime on ION, which reaches more than 128 million U.S. homes through over-the-air and pay TV platforms. In addition, the game will stream on Scripps Sports Network, a free streaming television channel available across major platforms including The Roku Channel, Samsung TV Plus, LG Channels, Amazon Prime Video, Amazon Fire TV and Alexa, Google TV Freeplay, Xumo Play, TCL tv+, TCL Channel, Plex, Local Now, Sports.TV and Tablo.

"We're thrilled to bring the Shriners Children's East-West Bowl to a national primetime audience on ION," said Brian Lawlor, President of Scripps Sports. "This historic all-star game perfectly aligns with Scripps Sports' commitment to showcasing premier sporting events that matter, and we're proud to help amplify both the incredible talent on display and the meaningful charitable mission that makes this event so special. Our viewers will witness the next generation of NFL stars while supporting Shriners Children's life-changing work."

Tickets for the Shriners Children's EastWest Bowl will go on sale in October. Kickoff is scheduled for 6 p.m. CST on Thursday, February 4. Net proceeds from the event will fully benefit the life-changing charitable mission of Shriners Children's.

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ABOUT 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.

ABOUT ION

A leading general entertainment and sports network, ION's lineup features major cable and broadcast shows, original series, live sports and special event programming. ION is part of The E.W. Scripps Company (NASDAQ: SSP), a diversified media company focused on creating connection. As one of the nation's largest local TV broadcasters, Scripps serves communities with quality, objective local journalism and operates a portfolio of about 60 stations in 40 markets.

ABOUT SCRIPPS SPORTS

Scripps Sports serves professional and college sports leagues, conferences and teams with local market depth and national broadcast reach. Scripps Sports currently has partnerships with the Women's National Basketball Association (WNBA), the National Women's Soccer League (NWSL), the Professional Women's Hockey League (PWHL), Major League Volleyball (MLV), Pro Cheer League (PCL), ATHLOS track-and-field, the National Hockey League's (NHL) 2020 and 2021 Stanley Cup champion Tampa Bay Lightning, 2024 and 2025 Stanley Cup champion Florida Panthers, 2023 Stanley Cup champion Vegas Golden Knights, the Utah Mammoth, the Nashville Predators, the Detroit Pistons of the NBA, the Las Vegas Aces of the WNBA, Denver Summit FC of the NWSL and the NCAA's Big Sky Conference. Scripps Sports is owned by The E.W. Scripps Company (NASDAQ: SSP).

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