



LOS ANGELES

HOST OF SUPER BOWL LVI
CHAMPIONS **LIVE** HERE

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LOS ANGELES SUPER BOWL HOST COMMITTEE TO HONOR “UNsung HERO” ORGANIZATIONS MAKING POSITIVE IMPACT ACROSS L.A.

Super Bowl LVI “Champions Live Here” Program to Shine a Spotlight on 56 Nonprofits Helping Uplift Communities Across the Region

LOS ANGELES (March 2, 2021)— Today the Los Angeles Super Bowl Host Committee (LASBHC) is launching the official Super Bowl LVI Legacy Program – *Champions Live Here*, which will recognize 56 “unsung hero” grassroots organizations and nonprofits who are making a transformative impact in underserved communities across the Los Angeles region. In partnership with the LA84 Foundation, the Play Equity Fund and the National Football League (NFL) Foundation, *Champions Live Here* seeks to shine a spotlight on the achievements of local community organizations who often go unrecognized and provide grants to help these nonprofits continue fulfilling their missions.

“In less than 12 months, Los Angeles will take center stage as the host of Super Bowl LVI. Our goal is to make sure once the game is over and the fans go home, local kids and families continue to reap the benefits of the game’s economic impact and lasting philanthropic legacy,” said **Casey Wasserman, Chairman of the Los Angeles Super Bowl Host Committee**, which is led by the Los Angeles Sports & Entertainment Commission (LASEC) and includes SoFi Stadium and Hollywood Park, the Los Angeles Rams and the Los Angeles Chargers.

The legacy program will honor each of the selected “Champion organizations” with a \$10,000 grant award, a professionally produced marketing video spotlighting their organization, and public recognition of their work in the lead up to the Super Bowl. Additionally, six of these 56 organizations will be selected to each receive a total grant award of \$50,000, to make an even bigger impact in their community.

The public nomination process kicked off today and runs through March 31, 2021. Those interested in learning more about the *Champions Live Here* program and how to nominate an organization are encouraged to visit LASuperBowlHC.com.

“Each year, the NFL Foundation looks to leave a lasting impact on the Super Bowl host city both before and long after the game is played through the Super Bowl Legacy Grant Program,” said **Alexia Gallagher, Vice President of Philanthropy and Executive Director, NFL Foundation**. “We’re proud to partner with the Los Angeles Super Bowl Host Committee, the Los Angeles Sports & Entertainment Commission, the LA84 Foundation and the Play Equity Fund to support this year’s legacy program, *Champions Live Here*, and help make a positive impact across the Los Angeles area for years to come.”

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“The Los Angeles Super Bowl Host Committee’s legacy program, *Champions Live Here*, is another example of the high-profile impactful events we bring to our community. The Super Bowl provides a tremendous opportunity to focus the spotlight on our local champions and organizations who work tirelessly toward improving the lives of our city’s residents,” said **Kathryn Schloessman, Los Angeles Sports & Entertainment Commission President & CEO**. “Our ability to bring programs like this to life is the result of the support provided to us by other champions in the community including our ChampionLA donors, the NFL Foundation, the LA84 Foundation and the Play Equity Fund.”

“The Los Angeles Super Bowl Host Committee’s *Champions Live Here* legacy program is more evidence of the concentrated efforts that our partners at the Los Angeles Sports & Entertainment Commission have put forth to bring major sports events to our region that establish a positive legacy for our community and the families who are most in need,” said **Renata Simril, President & CEO of the LA84 Foundation and President of the Play Equity Fund**. “By using the extraordinary visibility that the Super Bowl generates and the investment of the NFL, its partners and the LA84 Foundation, this program will support multiple organizations working directly with local young people and providing kids with opportunities to be healthier.”

The committee is seeking organizations that are focused on creating real change and reaching the many neighborhoods in need across the region. Qualified organizations must be inclusive, collaborative, resourceful, innovative and be focused on driving impact in the following areas:

- **Youth Development** - Organizations creating greater access and opportunity for youth to participate in sports, leadership and educational programs; improving and upgrading fields, parks and play facilities and promoting the overall wellbeing of children and teens (physical, mental, emotional health).
- **Jobs and Economic Opportunity** - Organizations working to expand the landscape of jobs and economic opportunity, increasing and improving opportunities for training, internships, job placement, entrepreneurship, and independent contracts/vendor relationships within the sports sector.
- **Social Justice** - Organizations that are working to promote equity and positive change in areas such as education, juvenile justice, food insecurity, housing and homelessness, environmental justice and climate change, civil rights, health and wellness, and community safety.

Only 501(c)(3) public charities or government entities, not individuals, based in Los Angeles County are eligible to receive the recognition and grant.

The Los Angeles Super Bowl Host Committee also released their [Legacy Launch Video](#), featuring the voice-over of D Smoke, rap artist and songwriter from Inglewood, California.

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About the Los Angeles Super Bowl Host Committee

The Los Angeles Super Bowl Host Committee has been established to deliver a premier Super Bowl LVI experience and drive lasting social, cultural, and economic impact for the region. We serve as the liaison between the National Football League and Los Angeles to harness the opportunities surrounding the Super Bowl to elevate our community. The Host Committee is led by the Los Angeles Sports & Entertainment Commission (LASEC) and Host Committee Chairman Casey Wasserman and includes SoFi Stadium and Hollywood Park, the Los Angeles Rams and the Los Angeles Chargers. For more information, visit LASuperBowlHC.com.

About the NFL Foundation

The National Football League Foundation is a nonprofit organization dedicated to improving the lives of those touched by the game of football – from players at all levels to communities across the country. The NFL Foundation represents the 32 NFL clubs and supports the health, safety and wellness of athletes, youth football, and the communities that support our game. For more information on the NFL Foundation, visit: www.NFLFoundation.org.

About the LA84 Foundation

The LA84 Foundation is a nationally recognized leader in support of youth sport and public education about the role of sports in positive youth development. For more than 35 years, the LA84 Foundation has supported thousands of youth sports organizations in Southern California through grant making, funding facilities and fields of play, while also training coaches, commissioning research, convening conferences and serving as a national thought leader on issues in the youth sports industry. The LA84 Foundation levels the playing field to ensure all youth have access and opportunity, regardless of income, gender or ability, while elevating youth sports as an integral pathway to lifelong well-being.

About the Play Equity Fund

A 501(c)3 public charity, the Play Equity Fund was established by the LA84 Foundation in 2014 as its charitable partner and supports programs and actions to ensure all children have equal access to the transformative power of sport and structured play. The Play Equity Fund supports the sports-based youth development ecosystem for greater impact, raises awareness of inequities and develops partnerships to advocate for funding and sustainable solutions to ensure children in communities of color have access to pathways for lifelong well-being. The Play Equity Fund is the only nonprofit focused solely on Play Equity as a social justice issue.

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