



More than just a game

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EAST-WEST SHRINE BOWL TO HOST GALVANIZE SEMINAR FOR PLAYERS AT 2022 SHRINE BOWL

LAS VEGAS (September 1, 2021) – The East-West Shrine Bowl™, which supports Shriners Hospitals for Children®, announces a partnership with GALvanize by Laura Okmin to provide a seminar for Shrine Bowl players at the 2022 event.

Players attending the 2022 East-West Shrine Bowl will take part in a seminar that trains players how to tell their story and prepare for every type of NFL or media interview through hands-on training by women storytellers. Through GALvanize, athletes will be more prepared than ever to answer the question, “what should we know about you?” and help athletes stand out to NFL teams and during media interviews at the East-West Shrine Bowl.

“We are so thankful to have Laura Okmin and GALvanize as a part of the 2022 East-West Shrine Bowl,” said Eric Galko, director of football operations and player personnel. “We’re excited for the Shrine Bowl to both provide women in the industry the opportunity to develop their skills, as well as give unique, perspective-changing training to our athletes. During a stressful, interview-heavy weekend, giving our athletes the chance to personally and professionally develop is important to the East-West Shrine Bowl.”

GALvanize works with and has developed thousands of the best young women in sports both on and off camera including broadcasters, writers, producers, and content creators. The GALvanize program creates professional and personal development for both NFL and college athletes. They provide storytelling training for both the women telling the stories as well as the athletes shaping their story away from the football field.

“I’ve had countless players tell me, ‘I wish I would’ve participated in this program when I was coming into the league,’” said Laura Okmin, veteran sports broadcaster and founder of GALvanize. “Thanks to the Shrine Bowl, that’s now going to happen. I’m so excited to put these two wonderful groups together and watch them change each other’s lives. There’s magic in this partnership that’ll help these young men see they are so much more than football players. GALvanize is honored and grateful to play a role in this monumental week of their lives.”

The East-West Shrine Bowl benefits Shriners Hospitals for Children and its mission to provide excellent care for children with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate, regardless of the families’ ability to pay. The 97th annual East-West Shrine Bowl will be played during primetime on Thursday, February 3, at Allegiant Stadium, home of the Las Vegas Raiders. The nationally-televised game will be part of NFL Pro Bowl week festivities.

About the East-West Shrine Bowl

The East-West Shrine Bowl is the longest-running college all-star football game in the nation. Since 1925, the game has benefited Shriners Hospitals for Children. More than 300 Shrine Bowl alumni are on active NFL rosters each year. To date, East-West Shrine Bowl alumni represent 78 members of the Pro Football Hall of Fame and more than 200 members of the College Football Hall of Fame. To learn more, please visit shrinebowl.com.

About Shriners Hospitals for Children

Shriners Hospitals for Children is changing lives every day through innovative pediatric specialty care, world-class research and outstanding medical education. Our health care system provides care for children with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate. All care and services are provided regardless of the families' ability to pay. Since opening its first location in 1922, the health care system has treated more than 1.5 million children. To learn more, please visit shrinershospitalsforchildren.org.

About GALvanize

Veteran sports broadcaster Laura Okmin wanted to create something she didn't have as she navigated a male prevalent world for three decades - a network of women. Somewhere to go that showed women in sports supporting each other instead of competing with one another. A decade later, GALvanize has grown into an army of over 4,000 women who have been changing the landscape of sports. Women of every age and stage who are in front of and behind the camera - reporters, producers, directors, agents and writers as well as women in public relations, marketing, scouting, coaching, sports business and so much more. Through boot camps, virtual camps and continued connectivity all year round, GALvanize is about building confidence – in each individual woman and in each other. It's about knowing your **own** story while you help tell somebody else's.