



A CAMPAIGN FOR THE FUTURE OF  
AMERICA'S STADIUM

## **BOB KOHORST AND SHELLEY ALLEN MAKE SIGNIFICANT LEAD COMMITMENT TO THE FUTURE OF AMERICA'S STADIUM**

***The Pasadena-based former U.S. Ambassador and his wife make a  
foundational capital gift in support of the Rose Bowl Stadium***

December 3, 2024 (Pasadena, CA) - Pasadena residents and well-known community leaders W. Robert (Bob) Kohorst and Shelley Allen have pledged a significant foundational gift in support of the future preservation, protection and enhancement of the Rose Bowl Stadium. Their commitment is the lead private donation towards the Lasting Legacy capital campaign that was announced earlier this week by the Rose Bowl Legacy Foundation, the historic venue's nonprofit organization, that was founded in 2010 to preserve, protect and enhance the future of the Rose Bowl Stadium as a National Historic Landmark.

"The Rose Bowl Stadium is an important point of pride and an economic impact catalyst for Pasadena, the San Gabriel Valley and the Southern California region," said Bob and Shelley, whose generous gift will help fund a new Field Club project that is anticipated in the Stadium's south end zone as part of the campaign's first phase. "With the preparations underway for the 2028 Olympic Games in the Los Angeles area, our family is honored to support the Lasting Legacy capital campaign which will play a pivotal role in ensuring America's Stadium is ready for a global spotlight while strengthening its importance to Pasadena and beyond."

The Kohorsts have been involved with the Legacy Foundation for several years, serving as both major donors and as active participants on the non-profit's Board of Directors and Advisory Boards. Since its founding, Legacy has raised and stewarded more than \$60 million in gross gifts and pledges from private philanthropists around the country, estate giving, and government support at the state and federal levels. The Stadium continues to



host the Rose Bowl Game® as well as the College Football Playoff (CFP) quarterfinal game along with continuing to be the home of the Big Ten Conference's UCLA Bruins.

“Foundational gifts are imperative to the success and momentum of major campaigns,” said Dedan Brozino, President of the Rose Bowl Legacy Foundation. “Bob and Shelley have always set the most positive tone for Pasadena and the San Gabriel Valley by supporting so many community initiatives with kindness and generosity. We are beyond grateful for the incredible trust placed in us by this lead, private donation to the Lasting Legacy capital campaign as it will ensure success in our vision for the Rose Bowl Stadium's future.”

Married for 43 years, Bob and Shelley have called Pasadena home for almost a half century. Bob grew up in Pasadena and attended La Salle High School. He holds a B.S. in accounting from the University of Dayton and a J.D. from the University of Michigan Law School. Following law school, he served as a law clerk for Judge Albert Engel on the U.S. Sixth Circuit Court of Appeals. Shelley graduated from Central Michigan University with a degree in Education and has long been involved in community volunteerism within schools and local charity groups in the greater Pasadena area.

Philanthropy has been a key pillar for the Kohorst family as they generously support several key community organizations including Huntington Hospital, Cancer Support Community, LaSalle High School and countless others.

Together, the Kohorsts built their company, Everest Properties, a real estate investment firm with properties throughout the U.S.

Bob and Shelley have two adult married sons and three grandchildren – all in Pasadena.

Bob has been recognized for his contributions to public service organizations and education as Director and past Chairman of the Young Presidents' Organization (San Gabriel Valley Chapter), Regent of Loyola Marymount University in Los Angeles, California, Trustee of La Salle High School in Pasadena, California, and Director and Past President of the San Gabriel Valley Council, Boy Scouts of America. Bob was recently honored by the University of Dayton as its Distinguished Alumni of the Year.

From 2018 to 2021, he served as the U.S. Ambassador to the Republic of Croatia. Serving as the Chief of Mission at Embassy Zagreb, Ambassador Kohorst was responsible for a staff of 225 embassy employees and for representing the interests of the United States throughout Croatia. At the conclusion of his term, the President of Croatia, with the concurrence of the Prime Minister and the Minister of Foreign Affairs, presented Ambassador Kohorst with the Order of Duke Branimir medal for excellence in promoting international relations.

“The Rose Bowl Legacy Foundation Board of Directors and the entire nationwide donor base thanks Bob and Shelley for their incredible commitment to the Rose Bowl Stadium's first-ever capital campaign,” said Mickey Segal, Chairman of the Board of Directors for the

Legacy Foundation. “The generosity of the Kohorst Family over the years and through this major commitment has been a key reason why the trajectory of America’s Stadium continues to skyrocket.”

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### **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.