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Media Contact:

Meredith Thomas, Sr. Director of Communications

Rose Bowl Stadium | C: 626-524-2533

E: mthomas@rosebowlstadium.com



MICKEY AND LEE SEGAL PLEDGE \$3 MILLION TO THE ROSE BOWL STADIUM'S FUTURE

The gift supports the Rose Bowl Legacy Foundation's 'Lasting Legacy' capital campaign, which launched in December 2024.

PASADENA, Calif. (May 22, 2025) The Rose Bowl Legacy Foundation is proud to announce an impactful \$3 million gift from long-time community leaders and philanthropists Mickey and Lee Segal. The extraordinary commitment marks one of the most significant contributions to-date towards the Rose Bowl Legacy Foundation's *Lasting Legacy* capital campaign. The gift will directly support the ongoing preservation, protection and enhancement initiatives as part of the projects within the ongoing *Lasting Legacy* capital campaign.

The Segal's gift is a testament to their deep-rooted passion for the Pasadena and San Gabriel Valley communities and their belief in the cultural and historical importance of the Rose Bowl Stadium as a National Historic Landmark. In 2028, America's Stadium will host its third Olympic Games, one of just two stadiums in the world to do so. The Stadium is also an annual fixture in the College Football Playoff with the annual Rose Bowl Game®, the home to UCLA Football in the Big Ten Conference, and an iconic venue for major concerts and music festivals.

"We are honored to continue the early momentum of the *Lasting Legacy* capital campaign with this pledge commitment," said Mickey and Lee Segal in a joint statement. "Pasadena and the San Gabriel Valley are incredibly special places, and the Rose Bowl Stadium is so unique and important to the region, the nation and the world. We hope our commitment inspires others to lean into supporting the cultural impact that this venue will continue to have for generations to come."

In recognition of their generosity, the Rose Bowl Legacy Foundation will honor the Segal family with a naming display in the Stadium's new south end zone field club, scheduled to open in Fall 2026.

"Mickey and Lee have been steadfast champions of Pasadena and the Rose Bowl Stadium for decades," said Dedan Brozino, President of the Rose Bowl Legacy Foundation. "Their visionary support will ensure

that America's Stadium remains a vibrant hub for generations to come, preserving its stories past while paving the way for a bold and exciting future."

Mickey Segal has been a member of the Legacy Foundation Board of Directors since 2012 and its Chairman since 2015. He previously led a \$40 million fundraising campaign for the Foundation to expand its donor base and celebrate the Stadium's centennial. The past generosity of Mickey and Lee Segal has funded key projects around the venue including the 1922 Locker Room Museum, the California High School Football Hall of Fame, and the naming of Tunnel 2 in honor of longtime Pasadena High School Coach Tom Hamilton, for whom Mickey played during his time in a Bulldogs uniform.

For more information on the Rose Bowl Legacy Foundation or the Stadium's *Lasting Legacy* capital campaign, please visit www.RoseBowlLastingLegacy.org.

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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 through the Rose Bowl Institute, and heritage protection due to the generosity of supporters from around the world who are invested in its premier future. For more information, or to support this project, please visit www.RoseBowlLegacy.org or call 626-577-2540.

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.