



LOS ANGELES

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

LOS ANGELES SUPER BOWL HOST COMMITTEE RELEASES FIRST LEGACY VIDEOS HIGHLIGHTING 'CHAMPION' ORGANIZATIONS AHEAD OF SUPER BOWL LVI

*Super Bowl LVI "Champions Live Here" Showcases Local Nonprofits
Focused on Uplifting Communities Across the Region*

LOS ANGELES (July 14, 2021)— The Los Angeles Super Bowl Host Committee (LASBHC) will begin releasing videos featuring 56 community organizations selected as part of the official Super Bowl LVI Legacy Program – *Champions Live Here*. Announced [June 10th at SoFi Stadium](#), the “Champion” organizations previously received grant awards and are now receiving videos showcasing their work in the community. Their efforts represent a diverse range of focus areas across the Los Angeles region, including Youth Development, Jobs & Economic Opportunity and Social Justice.

The Host Committee will distribute three videos per week, now through November, starting with the organizations selected from the Jobs & Economic Opportunity Pillar. These organizations include Black Cooperative Investment Fund, Homeboy Industries, LA Conservation Corps, Playa Vista Job Opportunities and Business Services (PVJOBS), Pukuu Cultural Community Services and Village for Vets will be featured later this year. The next selection of videos will feature organizations selected from the Social Justice Pillar slated for release in July, followed by the Youth Development Pillar in September. To view all the content, please visit the [Los Angeles Sports & Entertainment Commission YouTube Channel](#).

The Super Bowl LVI Legacy Program is a partnership between the Los Angeles Super Bowl Host Committee and the LA84 Foundation, the Play Equity Fund and the National Football League (NFL) Foundation and was launched to use the spotlight of Super Bowl LVI to showcase the achievements of local community organizations that often go unrecognized. The Legacy Program awarded each “Champion” with a \$10,000 grant, a professionally produced vignette-style 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 additional grant award will be announced later this year.

“Through the Super Bowl Legacy Program, it is inspiring to see this wide range of ‘Unsung Hero’ organizations share their stories about the tremendous work they are providing to communities across Los Angeles,” said **Renata Simril, President & CEO of the LA84 Foundation, and President of the Play Equity Fund**. “With the platforms of the Super Bowl and the NFL, this program aims to amplify the missions of these organizations with videos that help bring their work to life for all to see, in addition to the grant funding that helps supports that work.”

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“As the nation’s biggest sporting event, the Super Bowl provides a powerful engine to uplift our communities,” said **Kathryn Schloessman, President & CEO of the Los Angeles Sports & Entertainment Commission**. “Our Legacy Program, *Champions Live Here*, gives us the means to harness that spotlight to showcase the achievements of local community organizations that often go unrecognized. The people featured in these videos represent the best of what our city has to offer.”

The Super Bowl LVI Legacy Program set out to identify 56 “Champions” from communities across the entire 4,753 square miles of Los Angeles County. The public nomination process asked Angelenos to nominate local “unsung hero” organizations – the changemakers, inspirational leaders and those who embody the diversity of our region. The 56 “Champion” organizations cover a broad spectrum of needs with nearly 50% of the selected organizations working specifically with young people and on youth development, and more than 25% working on health, mental health and overall wellness. Some of the 56 are focused on specific neighborhoods and communities within the region, including but not limited to: South Los Angeles, Boyle Heights, Crenshaw, Marina Del Rey, Hollywood, Inglewood, Long Beach, Burbank, Venice, Watts, and Compton.

To learn more about the Super Bowl LVI Legacy Program and for all updates related to Los Angeles hosting Super Bowl LVI, please visit LASuperBowlHC.com

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 and its members, the 32 NFL clubs, support 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.

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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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