



## **BUILT FOR LA**

### **LOS ANGELES RAMS HOST SERIES OF COMMUNITY EVENTS LEADING UP TO SOFI STADIUM OPENER ON SUNDAY, SEPTEMBER 13 AT 5:20 PM PT**

*Opening Week Efforts Aim to Build a Better LA and Tackle Social Injustices Including Food Insecurity and Education Inequities Through Community and Football*

*SoFi Stadium to Host Large-Scale Mobile Food Distribution*

*Rams Rock the Vote Bus Tour to Visit Polling Locations Throughout Los Angeles County*

*'Built For LA' Activations & Information Found At [TheRams.com/built-for-la/](https://www.therams.com/built-for-la/)*

In anticipation of the Los Angeles Rams first game in their new home at SoFi Stadium, the team is hosting a series of efforts that are designed to connect all corners of Los Angeles through community and football under the umbrella of *Built For LA*. The week of initiatives will culminate with SoFi Stadium's inaugural event when the Rams host the Dallas Cowboys on *Sunday Night Football* on September 13 at 5:20 p.m. PT.

To kick off this historic season for the Rams and Los Angeles, the team released a [video](#) celebrating the completion of SoFi Stadium as well as a series of murals and billboards all around the region bringing together the team, the stadium and the community.

#### **Built for LA Murals & Billboards**

"*Built For LA*" murals and billboards will be positioned in different areas throughout the greater LA region such as East Los Angeles, the San Gabriel Valley and Inglewood. On Sunday, September 13, the Rams and [Nike](#) will unveil a mural featuring All-Pro Defensive Lineman Aaron Donald and the Watts Rams, a youth football program that was adopted by the team in 2019 and coached by LAPD officers, outside of SoFi Stadium.



### **Rams Quarterback Jared Goff Expands Support for Inglewood Unified School District**

In an effort to help level the educational playing field for Inglewood youth, Los Angeles Rams Quarterback Jared Goff has made a commitment to support Inglewood Unified School District to address education inequities. As a first step, Goff purchased Scholastic book packs and JG16 backpacks for 1,000 Inglewood Unified School District (IUSD) students. Goff will also roll-out several long-term initiatives this year.

To kick off the initiatives, Goff provided IUSD students (grades 1st-3rd) with a “grab and go” Reading Take Home Pack for their personal libraries and instructional practice. Each take home pack consisted of books, reading and writing activities, as well as a family resource guide to help parents support and encourage their child’s reading interests and opportunities. The reading supplies were packaged in customized JG16 backpacks and distributed to Inglewood Unified students on Tuesday, September 8. *(Note: Photos of the Scholastic book pack distribution can be provided upon request.)*

In addition, Goff’s recently-launched apparel company, [JG16](#), will support Inglewood Unified School District by donating all proceeds from merchandise sales in perpetuity. Goff will also provide a matching donation for the proceeds raised. A video message announcing Goff’s support for Inglewood Unified School District can be viewed [here](#).

### **Mobile Food Distribution at SoFi Stadium**

The Rams are teaming up with the [LA Regional Food Bank](#) to host a mobile food distribution at the team’s new home in Inglewood on Wednesday, September 9. The distribution is expected to serve approximately 4,000 families in need. Rams Cheerleaders, Rampage and front office staff will volunteer to help load meal kits during the drive thru distribution. Each meal kit will include 70 pounds of food, which is enough to provide a week of meals for a family of four.

### **“City of Champions” T-shirt Giveaway at Inglewood Unified Schools**

On Thursday, September 10, the Rams and [UNIFY Financial Credit Union](#) are distributing approximately 13,000 branded “City of Champions” t-shirts to Inglewood Unified School District students, teachers and faculty. The shirts were co-designed by former Inglewood Unified student and City Honors graduate, Zayd Morrison. The t-shirts will be dropped off at 19 Inglewood Unified schools, IUSD’s Child Development Center and the District Office from 11:00

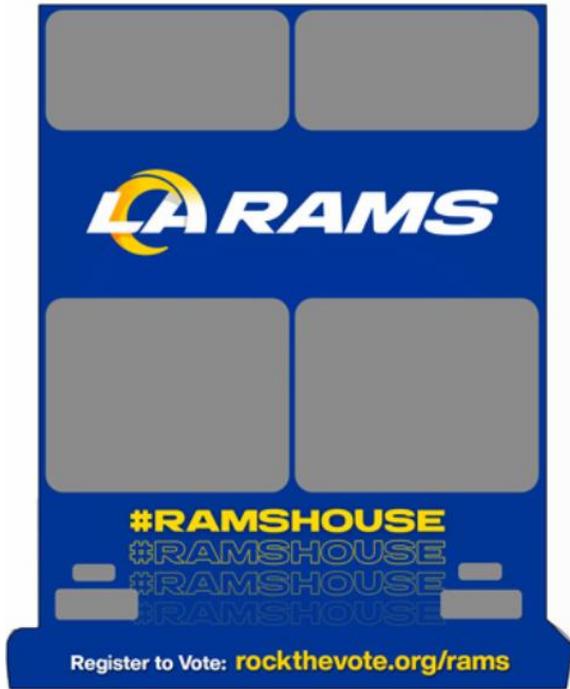
a.m. – 1:00 p.m. PT. (Note: Photos of the “City of Champion” t-shirt distribution can be provided upon request.)



### **Rams Rock The Vote Bus Tour**

The Los Angeles Rams have teamed up with [Rock the Vote](#) to create a voter education and registration campaign ahead of the 2020 Presidential Election. A day before the Rams kickoff the 2020 season on *Sunday Night Football*, Rampage and Cheerleaders will participate in a “Rams Rock the Vote Bus Tour.” The Rams-branded, double-decker bus will visit major polling locations across LA County to draw attention to where people can vote on Election Day. Fans will have the chance to receive Rams-branded “Vote” t-shirts at each polling location. (Note: *Advisory with additional details to be shared at a later date.*)





### Healthy Spot Dog Bandanas

From September 7 – 13, all [Healthy Spot](#) stores in Los Angeles will be giving away co-branded dog bandanas to customers.



### Shining 11 Presented by RAMS Trucks

On Friday, September 11, the Rams will kick off their season-long Shining 11 initiative, presented by [RAM Trucks](#), to recognize Rams fans who exhibit courage, a love for their

community, and help the most vulnerable throughout Los Angeles. The first Shining 11 honoree will be John Jones III, who is the Founder and CEO of the East Side Riders Bike Club and has provided more than 93,000 pancake breakfasts to residents in the Watts community.

As part of the Shining 11 program, the team will honor 11 unsung heroes who are “Built to Serve” and have positive impacts in their community. The initiative will recognize doctors, nurses, EMTs, teachers, community organizers and others. Each honoree will have a Rams jersey delivered to their home by team mascot Rampage in a RAM Truck and receive a gameday recognition on the team’s social media platforms. At the conclusion of the season, all Shining 11 honorees and their unique stories will be showcased in a video feature on the Rams channels.

**Additional Information About Events Leading Up To Home Opener:**

The week began with the team’s annual Kickoff for Charity event, presented by UNIFY Financial Credit Union, on Sunday, September 6, exactly one week before the Rams host their first regular season game in their new home. The virtual event raised funds to support the team’s efforts to bridge the digital divide that is disproportionately impacting under-resourced students in Los Angeles. Fans can view this year’s virtual Kickoff for Charity [here](#).

The Rams will also continue their partnership with [City Year](#) to support an Inglewood Unified school with “student success coaches” that will provide social, emotional and academic assistance to students. The coaches will help teachers monitor the virtual classrooms and answer student’s questions. To help students overcome financial and educational inequalities that impact low-to-middle income families, stadium naming rights partner [SoFi](#) is investing in the initiative with City Year in support of Inglewood Unified students.

The Rams and SoFi also teamed up provide fans the chance to make their presence felt in cardboard cutout form as part of the “[Game Faces For Good](#)” program. All proceeds from purchased cardboard cutouts for the Rams Week One matchup on *Sunday Night Football* will support the team’s efforts to address social injustices including poverty, education inequities, food insecurity and homelessness.

Additionally, the Rams are supporting businesses throughout the LA region through the [Certified #RamsHouse](#) program. As part of the initiative, the team will promote the small businesses of Season Ticket Members and black-owned businesses throughout Los Angeles, as well as businesses located in Inglewood with email marketing, promotional social media content, a listing in the Rams Royal Pages digital business directory and more. Each Certified #RamsHouse will also receive branded window decals, banners, shirts, hats and other items to showcase their Rams pride for customers. Throughout the program, fans will be encouraged to visit the Certified #RamsHouse businesses on select days and share their experiences on social media channels using #RamsHouse. The team will support additional Certified #RamsHouse businesses throughout the regular season leading up to each home game.

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