



Aug. 12, 2020

ABC7/KABC-TV LOS ANGELES WILL LIVESTREAM THE NEWLY ANNOUNCED ROSE BOWL INSTITUTE KICKOFF INAUGURAL PROGRAM: 'RACE AND SPORTS' DIALOGUE ON THURSDAY, AUG. 13 (7:00 p.m. PDT)

The First-Time Event Will Be Moderated by Brian Brantley Featuring Panelists Cobi Jones, Ronnie Lott, Taylor Branch and Sharon Robinson

Viewers Can Stream Live on abc7.com, [ABC7LA app](#), [ABC7's Connected TV Apps](#) on [Amazon Fire TV](#), [Android TV](#), [Apple TV](#) and [Roku](#)



SHARON ROBINSON, Author & Educator
TAYLOR BRANCH, Author & Historian
COBI JONES, MLS Hall of Fame
RONNIE LOTT, NFL Hall of Fame

ABC7/KABC-TV announces it will livestream the inaugural “Race and Sports” dialogue which kicks off the launch of the Rose Bowl’s first-ever nonprofit think tank, the [Rose Bowl Institute \(RBI\)](#). The Institute’s purpose is to champion sportsmanship and leverage the power of sports to unite people everywhere. The “Race and Sport,” discussion is set to premiere on **Thursday, Aug. 13 (7:00 p.m. PDT)**, from the Rose Bowl Stadium; it will be moderated by the Rose Bowl Institute’s Brian Brantley.

Building on ABC7 Los Angeles’s commitment to serve local communities with free access to local news and quality content, viewers can stream the RBI event live on Aug. 13 via abc7.com, [ABC7LA app](#), [ABC7's connected TV apps](#) on [Amazon Fire TV](#), [Android TV](#), [Apple TV](#) and [Roku](#). The ABC7 Los Angeles streaming app and connected TV apps gives viewers 24/7 access to live newscasts, breaking news, content and much more on their streaming devices.

The Rose Bowl announced it will use the stadium as a classroom, with a wide digital footprint and “sister cities” around the nation, engaging civic, sports and business leaders, children and noteworthy panelists to highlight sports values and their impact on the broader society. Partnering with ABC7 to make this content available on its streaming platforms allows fans from around the country who

follow the iconic Rose Bowl Stadium and its legacy, but live outside the Southern California region, to download the [ABC7LA app](#) or use its connected TV apps to conveniently livestream the virtual event.

The “Race and Sport” discussion features the following panelists:

- **Ronnie Lott** – Pro Football and College Football Hall of Famer; 4x Super Bowl Champion; two-time Rose Bowl Game Champion
- **Cobi Jones** – Three-time World Cup participant; Olympian; National Soccer Hall of Fame Inductee; first jersey retired in MLS history; all-time leader for Team USA in caps
- **Sharon Robinson**, the daughter of baseball legend Jackie Robinson and vice chair of the Jackie Robinson Foundation
- **Taylor Branch**, bestselling author and civil rights historian

The panel will address the impact of sports on society with respect to attitudes toward race and racism, how sports can improve their policies and practices of racial inclusion and equity, as well as what actions can take place now to improve inclusion, diversity and equity.

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 the proud home of the Tournament of Roses’ Rose Bowl Game, UCLA Bruins football, AmericaFest Fourth of July Celebration, concerts including Kenny Chesney, Coldplay, Taylor Swift and U2, international and Premier League soccer matches and the World’s Largest Flea Market.

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 Semi-Final game.

About KABC Los Angeles

ABC7 Los Angeles is Southern California’s No. 1 local news and information source. ABC7 is a leader in digital and social audience engagements and was the first station in the Los Angeles market to regularly broadcast news in high definition and also the first local television station in the United States to surpass 3 million Facebook followers. The station’s offices and studio are located in Glendale, California.

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