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**LOS ANGELES SUPER BOWL LXI HOST COMMITTEE ANNOUNCES  
LEGACY INITIATIVES FOCUSED ON EXPANDING YOUTH ACCESS TO PLAY ACROSS  
LOS ANGELES REGION**

*The Super Bowl LXI Legacy Program – For The Love Of The Game - Will Share the Game with the Next Generation.*

[Grant Application Portal](#) Now Open For 27 Community Grants.

**LOS ANGELES (September 21, 2026)** — The Los Angeles Super Bowl LXI Host Committee (LASBHC) in partnership with the NFL Foundation, the Los Angeles Rams and the Play Equity Fund have launched the Super Bowl LXI legacy program - **“For The Love Of The Game”**. This initiative will harness the momentum of Super Bowl LXI in 2027 and flag football’s Olympic debut in Los Angeles in 2028 to advance youth health and wellness and create lasting opportunities for young people across the region to be active and healthy.

Every year, the NFL seeks to leave a legacy in the surrounding communities of the Super Bowl host city through the Super Bowl Legacy Grant Program. This year’s program will have a particular focus on girls and communities that have historically had fewer opportunities to benefit from safe, structured physical activity and will invest in four key areas: supporting nonprofit youth-serving programs, improving places to play, promoting health and wellness through activity and the game of flag, and sharing stories that inspire the next generation.

“Hosting the Super Bowl is about much more than game day,” said **Kathryn S. Schloessman, President & CEO, Los Angeles Sports & Entertainment Commission; CEO, Los Angeles Super Bowl LXI Host Committee**. “It is an opportunity to shine a global spotlight on Los Angeles and more importantly, to create a lasting legacy for young people across the region, giving them a place to play, a community where they feel they belong and the support they need to build healthier futures. We are proud to work alongside the NFL Foundation, LA Rams, LA84 Foundation and Play Equity Fund to build pathways for the next generation to benefit from Los Angeles hosting major events like the Super Bowl.”

“For The Love Of The Game” is grounded in a philanthropic commitment to youth health and wellness and invites athletes, coaches, families, fans, businesses and Angelenos to share in the legacy of Super Bowl LXI. Through grants, community investments, programming and storytelling, the initiative will help young people move, play, build confidence and develop healthy habits while strengthening the places, people and pathways that make play possible.

“For The Love Of The Game is about ensuring the excitement of Super Bowl LXI reaches far beyond Super Bowl week and creates a lasting impact in neighborhoods across Los Angeles,” said **Renata Simril, President & CEO of LA84 Foundation and President of the Play Equity Fund**. “Through the key pillars of this legacy program — the 27 Community Champions, Places to Play, and programs that connect young people to healthy activity — we can make sure more children have access to safe, welcoming places to play, grow and thrive.”

The key pillars of the Super Bowl LXI legacy program Include:

#### **Share the Invitation: 27 Champion Grants**

A total of 27 Champion Grants will be awarded to organizations and programs to support programming, coaching, field access, transportation and equipment. These two-year grants, ranging between \$15,000 to \$50,000, will benefit community-based organizations, smaller school districts and parks and recreation departments. **The grant application portal is now officially open. To apply, [click here](#). The portal will close October 16 at 12:00 PM PST.**

#### **Share the Field: Infrastructure Projects**

Three to five signature infrastructure projects will also be part of this legacy program. Potential projects include field renovations, gym improvements and upgrades to youth or teen recreation spaces. These investments will create safe, welcoming and sustainable community assets that can serve young people for years to come.

#### **Share the Playbook: LA Flag Football Summit**

The LA Flag Football Summit will convene schools, nonprofit community organizations, coaches, governing bodies, funders and public agencies to map the region’s flag football landscape and identify how flag football can support more opportunities for young people to be active and healthy. The Summit will examine existing programs, coaching resources, facilities and wellness-focused youth activity opportunities and will help inform a Regional Landscape Report identifying available resources, critical gaps and priorities for coordinated philanthropic investment.

#### **Share the Story: Stories That Inspire**

An integrated storytelling campaign will highlight the young people, families, coaches, grantees and community leaders using flag football and related programming to advance youth health and wellness across Los Angeles. Content will focus on how philanthropic investment helps children access safe places to be active, build confidence, connect with positive mentors and develop healthy habits. The campaign will also reconnect with the 56 Champions recognized through the 2022 Super Bowl legacy program, demonstrating that Los Angeles is building upon previous investments rather than beginning again.

“Each year, the NFL has an opportunity to make a meaningful and lasting impact in the communities that help host our game through the Super Bowl Legacy Grant Program,” said **Alexia Gallagher, NFL Vice President of Philanthropy and Executive Director of the NFL Foundation**. “We are excited to work with the Los Angeles Super Bowl LXI Host Committee to support this year’s “For The Love Of The Game” and invest in programs that expand access to play, advance youth health and wellness, and leave a legacy of philanthropy across Southern California and beyond.”

The Host Committee will also host a signature Community Day event in the lead up to Super Bowl LXI, bringing together stakeholders focused on creating a healthy and more vibrant Los Angeles.

“Investing in Los Angeles has been a central part of the Rams’ mission since our return a decade ago,” said **Molly Higgins, Los Angeles Rams Executive Vice President of Community Impact and Engagement**. “Thanks to Mr. Kroenke’s vision and dedication to this community, we have the incredible opportunity to host our second Super Bowl in five years. We are honored to collaborate with the Los Angeles Super Bowl Host Committee, the NFL Foundation, and the Play Equity Fund to harness the power of sport to create opportunities for young people. By expanding access to flag football, this legacy program will help more youth get active, build confidence, and develop lifelong skills. We are proud to be part of an initiative that will create a lasting impact on communities throughout Los Angeles.”

Super Bowl LXI will be played on **Sunday, February 14, 2027, at SoFi Stadium**. For more information on Super Bowl LXI and legacy initiatives in Los Angeles, visit [LASuperBowlHC.com](https://LASuperBowlHC.com).

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### **About the Los Angeles Super Bowl Host Committee**

The Los Angeles Super Bowl Host Committee has been established to deliver a premier Super Bowl LXI 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 includes SoFi Stadium and Hollywood Park and the Los Angeles Rams. For more information, visit [lasuperbowlhc.com](https://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. Over the past half-century, the NFL Foundation has emerged as one of the leading philanthropic entities in America, contributing to NFL team communities, national and international disaster relief efforts, and societal issues. For more information on the NFL Foundation, visit: [www.NFLFoundation.org](https://www.NFLFoundation.org).

### **About the Play Equity Fund**

The Play Equity Fund was established by the LA84 Foundation as a 501(c)3 public charity, and it removes barriers to ensure all children have access to the transformative power of sport and 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 sustainable solutions to ensure all children have pathways through sport for lifelong well-being. Visit [playequityfund.org](https://playequityfund.org) and follow @playequityfund.

