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**PVJOBS AMONG 56 NONPROFITS RECOGNIZED BY L.A. SUPER BOWL HOST COMMITTEE
AS “UNSUNG HEROES” IN LEAD UP TO SUPER BOWL LVI**

***Super Bowl LVI “Champions Live Here” Program to Showcase Local Nonprofits
Focused on Uplifting Communities Across the Region***

LOS ANGELES – July 19, 2021 – In its journey to Super Bowl LVI, the Los Angeles Super Bowl Host Committee has selected PVJOBS as part of the official Super Bowl LVI Legacy Program – *Champions Live Here*. PVJOBS is among a total of 56 local “Champion” organizations that were selected for the Super Bowl LVI Legacy Program. These “Champion” organizations will receive grants and marketing recognition to support their work that represent diverse focus areas, including youth engagement, workforce development and social justice across the Los Angeles region.

The recipients were recognized last month at a spirited celebration at SoFi Stadium, which marked the first live media event as part of Super Bowl LVI and featured special remarks by Host Committee Chairman Casey Wasserman, Los Angeles Rams Head Coach Sean McVay and Quarterback Matthew Stafford.

“We are so proud to be recognized for the work PVJOBS has done in connecting at-risk youth and adults with new careers in the construction industry,” said Mary Taylor, Executive Director of PVJOBS. “Our participants literally helped build SoFi Stadium while rebuilding their own lives, and we are incredibly thankful for partnerships like this that will enable us to amplify our message and help even more people in Los Angeles break the cycle of gangs, drugs and poverty.”

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 will award each of the selected “Champion” organizations 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, making an even bigger impact in their communities. The additional grant award will be announced later this year.

“Hosting the Super Bowl extends beyond game day – it’s an opportunity to boost the people who make up the fabric of Los Angeles. Each of the 56 Champion organizations are making a transformative impact in communities across all 88 cities within Los Angeles County each and every day and we are proud to recognize their positive impact and achievements as part of the celebration leading up to Super Bowl LVI,” said Casey Wasserman, Chairman, Los Angeles Super Bowl Host Committee.

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 change makers, 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.

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“We are honored to partner with the NFL Foundation and the Los Angeles Sports & Entertainment Commission as we promote a vision of connecting signature events to create an impactful legacy on our region,” said Renata Simril, President & CEO of the LA84 Foundation, and President of the Play Equity Fund. “The Super Bowl LVI Legacy Program is our opportunity to say thank you as we shine a bright light on the spirit of hope, opportunity and access that these 56 organizations are bringing to the people and the communities they serve. We’re hopeful that the spotlight we are providing these unsung heroes will inspire every resident to find ways to get involved in making Los Angeles a world-class city for all of us.”

“Each season, the NFL Foundation looks to leave a lasting legacy in our Super Bowl host city through the Super Bowl Legacy Grant program,” said Alexia Gallagher, NFL Vice President of Philanthropy and Executive Director of NFL Foundation. “This season being no exception, we’re proud to partner with the Los Angeles Super Bowl Host Committee to identify 56 deserving nonprofits and provide them with funding, knowing that their great work and impact will be felt in the Los Angeles community long after Super Bowl LVI is played.”

“Major events like the Super Bowl leave a lasting legacy on our communities through philanthropic programs that are focused on giving back to the host city. We are proud to select these 56 organizations that are doing tremendous work in the community as part of the Super Bowl LVI Legacy Program,” said Kathryn Schloessman, Los Angeles Sports & Entertainment Commission President & CEO. “Thanks to our ChampionLA donors, the NFL Foundation, the LA84 Foundation and the Play Equity Fund, we were able to identify the organizations that will most benefit from this grant award and the exposure from Super Bowl LVI, to further their missions.”

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 PVJOBS

PVJOBS (Playa Vista Job Opportunities & Business Services) is a 501c(3) nonprofit public benefit corporation that works to provide at-risk youth, adults and veterans with job training and employment opportunities. Since forming in 1998, PVJOBS has overseen more than 8,000 job placements for Los Angeles’ most heavily impeded community members. PVJOBS partners with community-based organizations, public agencies, private developers, contractors and construction unions to help realize its mission of providing career-track employment opportunities to at-risk individuals.

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Photo Caption

Super Bowl LVI Legacy Program participants join together at SoFi Stadium last month during a press conference announcing the 56 local “Champion” organizations selected.