

Jomsky, Mark

From: Lisa Stevens <lisa.stevens@aon.com>
Sent: Monday, March 11, 2019 9:20 AM
To: Jomsky, Mark
Subject: 1999 US Women's World Cup Championship- Letter for Pasadena City Council meeting 3/11/2019

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March 11, 2019

Mayor and Honorable Members of City Council,

As a Pasadena resident and, as a member of the Rose Bowl Operating Company Board of Directors, I have been humbled and awed over the years to come to understand the incredible impact that the Rose Bowl Stadium has had on our beautiful City of Pasadena, Southern California, the nation and the world.

The history of such a glorious venue is etched in the memorable events (past, present and future) that have inspired and excited generations of fans, friends and family. The 1999 Women's World Cup is one of the most iconic events to ever occur in our iconic stadium.

As you consider approving the RBOC's recommendation for the 1999 Team USA Women's World Cup Champions statue, let me remind you that the championship match inspired a generation of young female athletes and is widely recognized as a watershed moment for women's sports in America. It truly changed the prism and trajectory of female athletics, much like that of Title IX. As we approach the twentieth anniversary of the historic moment, the match, it is an appropriate time to forever recognize the achievement through a statue.

My husband works in the soccer business and my daughters spend much of their time on soccer fields around Southern California and I proudly call myself a "soccer mom". The 1999 Women's World Cup final played in our Rose Bowl left an inedible mark on my family.

My RBOC colleagues and I believe strongly that the educational representation of the historic championship-winning final goal will inspire visitors and patrons to the Rose Bowl Stadium and Pasadena for years to come. Hosting a Women's Empowerment Symposium as part of the dedication is icing on the cake. It will be a very proud day for myself, my family, the RBOC and the City of Pasadena.

Locating the statue in Area H, with the proximity to the recreation and soccer fields, will provide inspiration to the thousands of youth who utilize the Rose Bowl area every year.

Thank you for considering this incredible project. It will undoubtedly highlight the history of the Rose Bowl as a key influencer towards women's equality in sport and society.

Best,

Lisa Stevens
Rose Bowl Operating Company

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March 11, 2019

Honorable Mayor *Terry Tornek*
Honorable Members of the City Council
City of Pasadena

RE: 1999 Team USA Women's World Cup Statue on Area H at the Rose Bowl Stadium

Dear Mayor Tornek and Honorable Members of City Council,

As a member of the Rose Bowl Legacy Foundation Board of Directors, as well as joining as its first female member a few years ago, I've been so honored to learn about the dynamics of the Rose Bowl Stadium and its ability to author intensely positive moments to generations of fans around the world. Most importantly, though, I joined the Legacy Board understanding that the Rose Bowl Stadium's future was rooted in heritage recognition and education through the Legacy Foundation's mission. It makes me so happy to know that this effort is being carried forward so that we can educate youth, families, and other patrons as we approach the venue's centennial birthday.

I can speak on behalf of our entire Board of Directors when I state how proud we are to carry forward the vision and hopes of the City of Pasadena and its residents as we protect and enhance the future of the Rose Bowl Stadium as a National Historic Landmark. Gender equality and fairness has long been a topic of discussion, however, the societal climate that exists today has taken the narrative to renewed, important heights.

This project, which will honor the 1999 Team USA Women's World Cup Champions at the Rose Bowl Stadium, not only elevates the positive discussion about gender equality and fairness, but it elevates the Rose Bowl and Pasadena as a key stakeholder in support of the important discussions that are ongoing.

As the location and approval of this statue's location is considered by City Council tonight, I want to thank each of you for taking the time to refresh this inspirational moment into the everyday vernacular as it approaches its 20th anniversary. Without a doubt, it caused a shift in the prism of sports for female athletes everywhere. It is arguably one of the biggest sporting moment in the Stadium's rich history.

I fully support this statue and the location as does the Legacy Foundation Board of Directors.

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To have this statue inspire and impact children, families, visitors and the like for years to come will allow yet another benchmark moment to be authored at the iconic Rose Bowl Stadium.

Thank you for your consideration of this project for it has so much impact to so many. The Rose Bowl Stadium has had the opportunity to highlight the impact of sports on society and this moment is at the top of the mountain.

Best,



Dr. Betty Uribe
Rose Bowl Legacy Foundation Board of Directors



March 6, 2019

Dear Honorable Mayor and City of Pasadena Councilmembers,
As a member of AYSO Region 13 Board of Directors, it is with great excitement that I write to you today regarding the RBOC's most recent plan to honor the 1999 Team USA's Women's World Cup Championship. I have been involved with local youth soccer with AYSO Region 13 since 2001. We have always looked for ways to promote soccer and inspire our youth and believe this statue and its location will do just that.

We are honored to support the project financially and hope that the City approves its planned location at Area H. During our primary season, you will find hundreds of families on Saturdays playing soccer on Area H. This location will allow the statue to be seen by so many and inspire our youth, especially our girls, to strive to be the best. In this day when we all strive for gender equality and fairness, this statue will accomplish just that honoring the women of the 1999 World Championship team.

We support this statue and its planned location, we hope you will do the same.

Thank you,

Marco A. Quezada
Director of Fields and Permits
AYSO Region 13 – Pasadena/Altadena/La Cañada

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