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Rose Bowl Stadium



## ROSE BOWL STADIUM FUN FACTS

- First Tournament of Roses Rose Parade and Games are held in 1890. The members of the Valley Hunt Club voted to stage, on January 1, a parade of flower-decorated horse and buggies and public games. Following the parade, young men competed in foot races, tugs of war, and jousts.
- In the early 1900's Ostrich races dominated New Year's Day games. In 1913 the first and only elephant-camel races are held. The elephant wins.
- In the 1920's the stadium was built and named "The Rose Bowl," dedicated to hosting its first college football game. Start of play was delayed more than an hour after Penn State's team was stuck in traffic. USC defeats Penn State, 14-2. This original stadium seated 57,000 and cost \$272,198.
- The 1936 Game will go down in history as the beginning of the Rose Bowl Game sellout era that still exists today. All 84,784 seats were filled with a large portion of them occupied by fans that traveled from Texas to watch their Mustangs play.
- The first local telecast of the Rose Bowl Game airs on KTLA-TV in 1947. Audience watched Michigan dismantle USC, 49-0.
- In 1950 the fourth expansion for the stadium increased capacity to 100,983. The Rose Bowl Game became the first bowl game to have 100,000 spectators in attendance.
- The 1956 Rose Bowl featured two of the most racially integrated college football teams of the day with six African American players for the UCLA Bruins and seven for the Michigan State Spartans.
- In 1969 the Rose Bowl Game serves as the kickoff to the 100th anniversary of intercollegiate football.
- The Rose Bowl Game becomes the first satellite TV broadcast of a college bowl game to the Far East in 1978.

- Depeche Mode's performs at the Rose Bowl in 1988 during the band's "Music For The Masses" world tour and blasts the group into contemporary music.
- In 1994 The largest single sports event in the world, the World Cup, set records at the Rose Bowl. Eight matches were played on June 18, 19, 22, 26, July 3, 13, 16 and the championship game on July 17. Gate receipts for the World Cup final totaled \$43.5 million, which organizers said was the largest of any sports event ever staged. Total attendance at the Rose Bowl was 715,826. Average attendance per game was 89,478. The total attendance for all matches was 3,578,508, breaking the record of 2.5 million set four years earlier in Italy.
- Rock band U2 broke the attendance record for best-attended single concert performance at a U.S. venue by one headliner with 97,014 in attendance at the Rose Bowl in 2009.
- British-Irish boyband, One Direction played 3 sold out nights at the Rose Bowl in September 2014 on the same tour making them the first act ever to accomplish this.
- The 104th Rose Bowl Game hosted No. 2 Oklahoma vs No.3 Georgia in the stadium's first BCS overtime in history in 2018. The Bulldogs completed a comeback over the Sooners in a double overtime thriller, winning 54-48. The matchup nearly brought the Rose Bowl to capacity, tallying 80,072 in attendance.