

EAGLES AUTISM CHALLENGE

PUBLIC RELATIONS DEPARTMENT

One NovaCare Way • Philadelphia, PA 19145 • 215-463-0984

www.PhiladelphiaEagles.com



FOR IMMEDIATE RELEASE
August 7, 2019

CONTACT:

Brandon Boone, Philadelphia Eagles
bboone@eagles.nfl.com

Philadelphia Eagles Build State-of-the-Art Sensory Room at Lincoln Financial Field

New sensory-inclusive certification propels Philadelphia Eagles, in collaboration with Children's Hospital of Philadelphia and KultureCity, to create full-time, 100% dedicated suite for fans and families managing sensory challenges at Lincoln Financial Field

The **Philadelphia Eagles**, in partnership with [KultureCity](#), have announced the official certification of **Lincoln Financial Field as a sensory-inclusive stadium**. This new initiative will promote an accommodating and positive experience for all guests and fans with sensory challenges visiting Lincoln Financial Field. As part of that, the Eagles have become **one of the first sports franchises to build a state-of-the-art sensory room** in its home venue.

Presented by [Children's Hospital of Philadelphia](#) (CHOP), a founding beneficiary partner of the Eagles Autism Challenge and one of the nation's top-ranked hospitals for children, the Lincoln Financial Field Sensory Room is one piece of a broader collaboration between the Eagles and CHOP to benefit families throughout the region. For the past decade, the Eagles and CHOP have collaborated on the team's annual Huddle Up event, a carnival-style gathering geared specifically for families impacted by autism. Since August 2016, the Eagles have donated nearly \$2 million to benefit autism programs at CHOP and the Center for Autism Research.

EDITOR'S NOTE: Digital assets of the Lincoln Financial Field Sensory Room presented by Children's Hospital of Philadelphia can be downloaded by [clicking on the link here](#). Photo credit can be given to the Philadelphia Eagles.

The sensory inclusive certification process entailed training for Eagles employees and Lincoln Financial Field staff by leading medical professionals. It included how to recognize guests with sensory needs and how to handle a sensory overload situation. Sensory bags equipped with noise-cancelling headphones, fidget tools, verbal cue cards and weighted lap pads are made available to all guests as part of their experience. **The 500-square-foot, state-of-the-art sensory room has been carefully designed by top medical professionals to ensure a quieter and more secure environment.**

Lincoln Financial Field's sensory room opened its doors to the public on Sunday, August 4, at the team's training camp practice. With proceeds from Sunday's practice going to the Eagles Autism Challenge, the team's signature fundraising event in support of autism research and care, **more than half a million dollars (\$506k+) was raised for the cause.**

"With the opening of Lincoln Financial Field in 2003, we made it an organizational priority to create a one-of-a-kind experience for guests in a safe, friendly and inclusive environment," said **Jeffrey Lurie**, Chairman and CEO of the Philadelphia Eagles. "It is truly heartwarming to know that this state-of-the-art sensory room will now provide a sense of ease and comfort for families and loved ones who may be experiencing sensory challenges at Lincoln Financial Field. In this moment, we are creating a major shift from autism awareness to action, and it is all thanks to our compassionate and caring fans, Eagles Autism Challenge supporters, Children's Hospital of Philadelphia, and the autism community around the world."

Prior to attending an event at Lincoln Financial Field, guests are encouraged to download the KultureCity App to gain a better understanding of what sensory features are available and where they can be accessed. An

interactive social story on the app will provide a preview of what guests can expect while enjoying the stadium experience at Lincoln Financial Field.

“Sensitivities or challenges with sensory regulation are often experienced by individuals with autism,” said **Ryan Hammond**, Executive Director of the Eagles Autism Challenge. “Lincoln Financial Field’s sensory room has been designed to accommodate guests of all abilities in a welcoming and nurturing environment. As a founding beneficiary of the Eagles Autism Challenge and committed partner of the Eagles, CHOP’s year-round support enables us to do great things for the Philadelphia community. Thanks to their collaboration and overall investment in our new sensory room, the lives of thousands of families attending an event at Lincoln Financial Field will now be fully transformed.”

“The sensory room at Lincoln Financial Field will provide guests with autism and other sensory challenges a safe and comfortable space to meet their needs,” said **Madeline Bell**, President and CEO of Children’s Hospital of Philadelphia. “Children’s Hospital is proud of our longstanding relationship with the Philadelphia Eagles, whose commitment to autism research and care helps us fuel scientific breakthroughs that are making worldwide impact.”

For more information on the Lincoln Financial Field Sensory Room or the Eagles Autism Challenge, please visit www.eaglesautismchallenge.org.

About the Eagles Autism Challenge

The Eagles Autism Challenge is dedicated to raising funds for innovative autism research and programs. By providing the necessary resources to doctors and scientists at leading institutions, we will be able to assist those currently affected by autism as well as future generations. Our event aims to inspire and engage the community, so together, we can provide much needed support to make a lasting impact in the field of autism.

About Children’s Hospital of Philadelphia

Children’s Hospital of Philadelphia was founded in 1855 as the nation’s first pediatric hospital. Through its long-standing commitment to providing exceptional patient care, training new generations of pediatric healthcare professionals, and pioneering major research initiatives, Children’s Hospital has fostered many discoveries that have benefited children worldwide. Its pediatric research program is among the largest in the country. In addition, its unique family-centered care and public service programs have brought the 564-bed hospital recognition as a leading advocate for children and adolescents. For more information, visit www.chop.edu.

About KultureCity

KultureCity is a leading non-profit recognized nationwide for using its resources to revolutionize and effect change in the community for those with sensory needs. Since the program’s inception, KultureCity has created more than 200 sensory inclusive venues in three countries. This includes special events such as: NFL Pro Bowl, NFL Super Bowl, and MLB All-Star Weekend. KultureCity has won many awards for its efforts: NASCAR Betty Jane France Humanitarian Award in 2017, Cleveland Cavaliers’ Quiet Space Sensory Room at Quicken Loans Arena was a finalist for the 2018 Stadium Business Award, and the 2018 Clio Sports Silver for social good in partnership with Cleveland Cavaliers/Quicken Loans Arena. Recently, KultureCity was awarded one of the World’s Most Innovative Companies for 2019 by FastCompany. For more information, please visit www.KultureCity.org.

