



## **LOS ANGELES RAMS AND DISNEYLAND RESORT TEAM UP TO CREATE CONTENT AND MEMORABLE EXPERIENCES FOR YOUNG FANS**

The Los Angeles Rams and Disneyland Resort are teaming up for the 2022 season to engage younger fans through exciting in-stadium experiences and engaging content featuring Rams players and Cheerleaders at the Disneyland Resort and more.

As part of the collaboration, Disneyland Resort is sponsoring a season-long content series, [Rams Kids Fact Friday](#), that aims to engage youth on various Rams channels including YouTube, Twitter, Instagram and the team's website. Each video features Disney characters along with Rams Cheerleaders. Fact Friday topics include fun facts about Rams players, team history, and upcoming matchups.

To culminate the season, Disneyland Resort will invite the Watts Rams and Inglewood Rams youth football program participants for a celebration at Disneyland Resort. Watts Rams and Inglewood Rams players, coaches, and families will come together to celebrate the achievements of the young student-athletes.

During the offseason, select Rams players will have the chance to vacation and create new memories with their families while experiencing seasonal celebrations at Disneyland Resort. Disneyland Resort will also have a presence in SoFi Stadium on Rams gamedays with LED and Infinity Screen signage highlighting seasonal offerings at the Parks. Rams will also present "Magic Moment" in-game features.

**--RAMS--**

### **About the Disneyland Resort**

The Disneyland Resort features two spectacular theme parks – Disneyland (the original Disney theme park) and Disney California Adventure Park – plus three hotels and the Downtown Disney District, comprising unique dining, entertainment and shopping experiences. The Resort's hotels are the luxurious, 948-room Disney's Grand Californian Hotel & Spa, which also features 50 two-bedroom equivalent Disney Vacation Club units; the magical, 973-room Disneyland Hotel – both AAA Four Diamond properties – and the 481-room Disney's Paradise Pier Hotel with its "day-at-the-beach" theme. For information on attractions and vacations at the Disneyland Resort, visit [Disneyland.com](http://Disneyland.com), call (866) 43-DISNEY or contact local travel agents. Located in Anaheim, CA., the Disneyland Resort opened July 17, 1955.

**About the Los Angeles Rams**

The Los Angeles Rams – Los Angeles' original professional sports team and Super Bowl LVI Champions – stand as one of the oldest franchises in the National Football League and since its founding in 1937, have garnered four World Championships and sent 30 of its members to the Pro Football Hall of Fame. As a professional sports team, the organization is committed to be a valuable civic partner and serving the greater Los Angeles area 365 days a year. The Rams play their home games at SoFi Stadium, which is located at Hollywood Park, a 298-acre sports and entertainment destination being developed by Los Angeles Rams Owner/Chairman E. Stanley Kroenke in Inglewood, CA.