

CHICAGO BEARS LAUNCH ADVISORY BOARD TO ELEVATE FEMALE FAN EXPERIENCE AND STRENGTHEN COMMUNITY IMPACT

March 29, 2024 – This month, the Chicago Bears proudly announce the formation of a Women's Advisory Board. This dynamic group of accomplished and inspirational leaders will enhance the organization's connection with its female fans, foster community engagement and champion diversity and inclusion.

The board brings together a dedicated and inspirational group from diverse backgrounds, professions and life stages. Led by Chicago Bears EVP of stadium development & chief operating officer Karen B. Murphy, their insights will be invaluable as the team seeks to deepen its engagement with female fans and maximize its community impact. Murphy, who has greatly contributed to the organization for the past 25 years, was recently promoted to her new role earlier this month.

The Chicago Bears are dedicated to creating an inclusive environment where all fans feel valued. The Women's Advisory Board will be instrumental in understanding and resonating with the needs and interests of the team's diverse female fanbase.

Meet the Board of Inspiring Leaders

- Barby K. Siegel, Global CEO, Zeno Group
- Bridget Brennan, Founder and CEO, Female Factor
- Dinai Yelverton, Founder, The uDe Agency & President, WISE Chicago
- Hon. Patricia Brown Holmes (Ret.), Managing Partner, Riley Safer Holmes & Cancila
- Juliana Zavala, Senior Manager of Elementary Sports, Chicago Public Schools
- Karen B. Murphy, EVP of Stadium Development & Chief Operating Officer, Chicago Bears
- Sheila Oliver, SVP and General Manager, WFLD-TV (FOX32 Chicago)
- Suzanne Yoon, Founder and Managing Partner, Kinzie Capital

"The passion of our Chicago Bears fans, especially our female fans, is incredibly powerful. From our dedicated female season ticket holders to the mothers who have raised our current players, to the women who lead many of the iconic corporations based in Illinois, women are an integral part of our Chicago Bears football community," said Chicago Bears President & CEO Kevin Warren. "We are committed to enhancing the gameday female fan experience, making an impact in our community that reflects the values of our female supporters and seeking advice during the design of our Chicago Bears stadium. This Women's Advisory Board, composed of amazing, accomplished leaders, will provide invaluable insights and guidance. Their work will ensure our efforts resonate with women and drive meaningful change across our organization, the city of Chicago and our fans both nationally and globally."

The Chicago Bears acknowledge the importance of representation, with 16% of female fans being season ticket holders, 19% of whom are people of color. Across all demographics, 43% of Bears female fans are younger than 45 years old, and 43% represent people of color – the Chicago Bears have a fan base that reflects the vibrant diversity of Chicago.

Additionally, female Chicago Bears fans also demonstrate incredible loyalty, with 20% developing their fandom by age 8, significantly higher than fans of other NFL teams. From a home market perspective, 42% root for the team as their main hometown Chicago team, highlighting a strong sense of local pride.

Across the NFL league, the Chicago Bears recognize the fan power of their female fans. With 938,000 female fans identifying as "avid" (ranking 5th in the NFL) and 871,000 representing people of color (4th in the NFL), the team understands the importance of ensuring their initiatives genuinely resonate with this significant and diverse group of supporters.

The Women's Advisory Board underscores the Chicago Bears' commitment to positive change. The board will champion connectivity through advocacy, engagement, and service, while also supporting women-owned businesses through supplier diversity initiatives.

To learn more about the Women's Advisory Board, you can read more here: ChicagoBears.com/News/Bears-Launch-First-Ever-Women-s-Advisory-Board

Voices of the Women's Advisory Board

"I am honored and excited to have the opportunity to lead the Women's Advisory Board, alongside this diverse and talented group of female leaders," said Karen B. Murphy. "Having been part of the Chicago Bears organization for over two decades, I understand the importance of our female fans. Our goal is not only to strengthen our connection with our female fan base but also to advocate for diversity and inclusion in the Chicago community. This group is committed to building a sense of belonging and empowerment for women of all backgrounds. I am privileged to contribute to shaping the future of our team and making a lasting impact on our community."

"I am honored to be on the inaugural Women's Advisory Board for the Bears. The fact that they care enough to convene a board such as this is significant—it means they want more women to understand and enjoy the experience of the game," said Hon. Patricia Brown Holmes (Ret.). "Having the opportunity to help other women enjoy the camaraderie, competition and collegiality of the sport is meaningful and inclusive. As a diehard Bears fan, I look forward to contributing in whatever ways are useful and valuable to the team."

"I am deeply honored to be a part of the Chicago Bears Women's Advisory Board, representing female fans as a lifelong Bears enthusiast born and raised in Chicago's Little Village community," said Juliana Zavala. "My primary objective is to strengthen the bond between the Chicago Bears and female fans, while also promoting the growth of football within our community. With the current momentum, it's truly an exciting time to be a Bears fan! Bear Down!"

"Being appointed to the Women's Advisory Board for the Bears is an honor and it's a testament to the powerful bond between this storied team and its female fans," said Suzanne Yoon. "It underscores the invaluable perspective women can bring to the heart of football, proving that our engagement with the game is as going to be as transformative for the Bears as it is for the world of sports. I'm thrilled to contribute to a team I have loved my entire life and have an opportunity to contribute to its success. Go Bears!"



Barbby K. Siegel



Bridget Brennan



Dinai Yelverton



**Hon. Patricia Brown Holmes
(Ret.)**



Juliana Zavala



Karen B. Murphy



Sheila Oliver



Suzanne Yoon