



DENISE DEBARTOLO YORK & JOHN YORK

CO-CHAIRMEN

Denise and John York bring long and distinguished careers in sports and business to their roles as Co-Chairs of the San Francisco 49ers, where they combine their passion for building a championship team with their commitment to being the best possible business partners and community citizens.

A FORTY-TWO-YEAR LEGACY IN BUSINESS & PRO SPORTS

Since Denise's father, Edward J. DeBartolo Sr., purchased the 49ers in 1977, she has been an integral part of four decades of 49ers football, including 44 playoff contests and five Super Bowl victories. Earlier in her career, Denise served as President of the Pittsburgh Penguins hockey team. Under her leadership, the Penguins were revitalized and transformed into a championship team, winning the organization's first Stanley Cup in 1991. In doing so, she became just the third woman to have her name engraved on hockey's famed championship trophy.

A successful entrepreneur, John spent years as Senior Vice President/Director of Racing Operations for the DeBartolo Corporation, instituting programs designed to enhance the fan experience and raise the profile of thoroughbred horse racing. John, a noted pathologist, began his business career in 1982 as Founder of DeYor Laboratories in Youngstown, Ohio. From three employees, he molded the company into a 500-person operation with facilities in three states before selling the company to Corning, Inc., in 1993.

As Co-Chairs of the 49ers, Denise and John provide the resources and guidance to uphold the 49ers celebrated history and oversee the team's relationship with the Commissioner of the National Football League and other team owners.



THE YORKS' GOLDEN NUGGETS

- Denise served as President of the Pittsburgh Penguins hockey team and became just the third woman to have her name engraved on the Stanley Cup.
- John spent years as Senior Vice President/Director of Racing Operations for the DeBartolo Corporation, instituting programs designed to enhance the fan experience and raise the profile of thoroughbred horse racing.
- John began his business career in 1982 as Founder of DeYor Laboratories in Youngstown, OH.
- Denise is an active member of the Pro Football Hall of Fame Committee.
- John is Chairman of the NFL's Health & Safety Advisory Committee, which was established in 2011. He is also a member of both the League's Audit and International committees, the latter of which he previously served as Chairman.
- The 49ers were named the 2017 ESPN Sports Humanitarian Team of the Year and the 2017 Pop Warner Little Scholars Team of the Year. The 49ers and the 49ers Foundation were previously recognized as Beyond Sport's 2015 Sport Team of the Year for Outstanding Philanthropic Sports Organization and the 2013 winner of the prestigious Robert Wood Johnson Foundation Steve Patterson Award for Sports Philanthropy.
- For the past 27 years, the 49ers Foundation has educated and empowered Bay Area youth through a host of innovative, community-based strategies. The 49ers Foundation has distributed more than \$40 million back into the community.
- In 2014, the 49ers were among the first professional sports organizations to develop and deliver STEAM learning concepts for youth with the launch of the Denise DeBartolo York Education Center at Levi's Stadium.
- The ongoing commitment to promote education is also demonstrated in the 49ers STEM Leadership Institute (SLI), a collaborative education venture in cooperation with Chevron, the Santa Clara Unified School District and the Silicon Valley Education Foundation. The SLI program provides over 300 hours of rigorous STEM curriculum to cohorts of 60 high-achieving 7th, 8th, 9th, 10th, 11th, and 12th graders each year from Cabrillo Middle School and Santa Clara High School. Each student selected into SLI gains access to the six-year program, which is meant to strengthen students STEM related skills to prepare them for eventual entry to top-tier colleges. In fall 2016, the program - now serving its full capacity of 360 students - expanded to Santa Clara High School (SCHS) and, in Spring 2020, the inaugural class will graduate from high school.



TAKING A LEADERSHIP ROLE IN THE NFL

Denise and John's dedication to the sport of football extends to the top levels of the NFL.

Denise is an active member of the Pro Football Hall of Fame Committee, where she helps to oversee the League's ongoing support of the museum that pays tribute to the triumphs of professional football's greatest stars, including 28 legendary members of the San Francisco 49ers.

John is Chairman of the NFL's Health & Safety Advisory Committee, which was established in 2011. He is also a member of both the League's Audit and International committees, the latter of which he previously served as Chairman. Under his leadership, the 49ers became the first team to play a regular season game outside the borders of the United States, taking on the Arizona Cardinals in front of 100,000 fans at Azteca Stadium in Mexico City. Under his direction, the League expanded its presence abroad with regular season games at Wembley Stadium in London, England. San Francisco has played in London twice, defeating the Denver Broncos in 2010 and the Jacksonville Jaguars in 2013.

CELEBRATING THE TEAM'S LEGENDARY HISTORY

Denise and John have played a pivotal role in fostering tremendous relationships with former players and coaches to help celebrate more than seven monumental decades of 49ers football. Over the past decade, Denise and John have brought back every Hall of Fame enshrinee from the 49ers to be honored for their tremendous contributions to Bay Area sports.

Levi's Stadium opened in 2014 with one of the premiere features of the venue being the 49ers Museum, which houses the Edward J. DeBartolo Sr. 49ers Hall of Fame. The two-level, 20,000 square foot space is dedicated to showcasing the past, present and future of the 49ers organization and its commitment to education and innovation.

Under the guidance of Denise and John, the team hosts its annual alumni weekend event to give all players who have donned the red and gold throughout the team's history a chance to catch up with old friends. They have also worked with players like Joe Montana and the late Dwight Clark, and the members of the 1981 49ers defense to re-enact and commemorate some of the team's most famous plays such as "The Catch" and the goal line stand that propelled the team to its first Super Bowl victory. As the team said goodbye to Candlestick Park in 2013, the 49ers commemorated many great memories by honoring the Top 10 moments in the storied history of the venue by welcoming back the alumni who helped make them all possible.

ENHANCING THE FAN EXPERIENCE

Denise and John are dedicated to embracing the passion of 49ers fans everywhere. They are committed to giving fans an opportunity to experience the excitement of 49ers football year-round, and they have made it their mission to embrace the Faithful as family.

Levi's Stadium is the culmination of their vision to create an unparalleled game day experience for 49ers fans. The venue not only provides fans the ultimate place to enjoy 49ers football, but it also plays host to a number of world-class sports and entertainment events throughout the year. Through the integration of innovative technology, sustainable practices and groundbreaking design elements, Levi's Stadium accurately reflects the best of the Bay Area while bringing fans closer to the game.

Visitors to Levi's Stadium immediately notice wider, open concourses that look back into the lower bowl so fans don't miss a minute of the action while waiting for food. A significant increase in the number of points of sale for concessions and merchandise and in the number of restrooms was done to limit congestion. From their seats, visitors can marvel at more than 19,000 square-feet of video board space, while using the Levi's Stadium App to order food, beverages and merchandise or to watch replays of the action on the field in real-time. Those who visit the NRG Solar Terrace on the roof of the stadium's suite tower are treated to unbelievable views, while being shaded by 49 solar panel arrays that helped make the venue the first stadium home to an NFL team to open with LEED Gold certification. Levi's Stadium is also the first home of a NFL team to earn dual LEED Gold certifications, achieving its second distinction for operations and maintenance of an existing building in 2016.

Levi's Stadium features three signature locations - The 49ers Museum, Michael Mina's Bourbon Steak and Bourbon Pub restaurants, and the 49ers Team Store. Packaged with the venue's special events programs, these elements make Levi's Stadium a year-round destination.

Levi's Stadium garnered international recognition by receiving the prestigious honor of *Sports Business Journal's* 2015 Sports Facility of the Year and the 2015 Sports Venue of the Year at the StadiumBusiness Awards in Barcelona, Spain. The venue has also received several recognitions from the sustainability industry - including the 2017 StadiumBusiness Environmental Award - for its environmentally friendly design and operations plan, both of which were mandated by the York family.

MAKING A DIFFERENCE IN THE LIVES OF OTHERS

Under the leadership of Denise and John, the 49ers community impact and the 49ers Foundation are recognized among the most impactful in all of professional sports. The 49ers were named the 2017 ESPN Sports Humanitarian Team of the Year and the 2017 Pop Warner Little Scholars Team of the Year. The 49ers and the 49ers Foundation were previously recognized as Beyond Sport's 2015 Sport Team of the Year for Outstanding Philanthropic Sports Organization and the 2013 winner of the prestigious Robert Wood Johnson Foundation Steve Patterson Award for Sports Philanthropy.

For the past 28 years, the 49ers Foundation has educated and empowered Bay Area youth through a host of innovative, community-based strategies, including direct programming and supporting the 49ers Academy, Fresh Lifelines for Youth, City Year of San Jose, the Center for Youth Wellness, and Tipping Point. The 49ers Foundation has distributed more than \$46 million back into the community. The York family believes that, if a child can learn to learn, they will continue to educate themselves for the rest of their lives.

Within the 49ers Foundation's direct programming, 49ers EDU is a direct reflection of the York family's passion and commitment to providing and improving educational opportunities for young people in the Bay Area. The program provides myriad opportunities to engage learners, teachers and families in standards-aligned and community-building educational programming—all free of charge. In 2014, the 49ers were among the first professional sports organizations to develop and deliver STEAM learning concepts for youth with the launch of the Denise DeBartolo York Education Center at Levi's Stadium, and the corresponding field trip program that runs through it to this day. The program offers free on-site STEAM education programming for students in grades K-8 by integrating innovative concepts that support classroom learning in the community and beyond.



Since its inception, 49ers EDU has engaged more than 210,000 students in STEAM conversations through its standards-aligned field trip program – at no cost. The mission of 49ers EDU is simple: to show students and teachers in kindergarten through eighth grade that education can go beyond textbooks and traditional lessons, and to light a fire for young people for STEAM concepts, so they have a stronger proclivity to pursue these subjects throughout their education. Fortified with a team of dedicated educators, 49ers EDU teaches over 360 students a day the principles of STEAM through something they love -- football. The program also hosts a professional development program for teachers and has a family learning series that brings parents and kids together to explore STEAM.

The ongoing commitment to promote education is also demonstrated in the 49ers STEM Leadership Institute (SLI), a collaborative education venture in cooperation with Chevron, the Santa Clara Unified School District and the Silicon Valley Education Foundation. The SLI program provides over 300 hours of rigorous STEM curriculum to cohorts of 60 high-achieving 7th, 8th, 9th, 10th, 11th, and 12th graders each year from Cabrillo Middle School and Santa Clara High School. Each student selected into SLI gains access to the six-year program, which is meant to strengthen students STEM related skills to prepare them for eventual entry to top-tier colleges. In fall 2016, the program – now serving its full capacity of 360 students – expanded to Santa Clara High School (SCHS) and, in Spring 2020, the inaugural class will graduate from high school.

Football has been in the York family for over 40 years and 49ers PREP presented by U.S. Bank is the evolution of the family’s continuing efforts to promote health and wellness through the game of football. 49ers PREP is more than just football, it’s the 49ers Foundation’s boots-on-the-ground approach to serving Bay Area youth through sport. The direct impact of 49ers PREP can be seen in the over 100,000 participants who have engaged in the program since 2014. In 2018 alone, 49ers PREP programming provided more than 170 free, non-contact, co-ed football camps and clinics to more than 30,000 kids of all ages, teaching the importance of health and wellness. 49ers PREP additionally launched last year a free flag football program for girls and boys with over 500 participants on 70 teams, across 7 leagues throughout the Bay Area. New for 2019, 49ers PREP launched additional flag football leagues in the Bay Area and Hawaii. The goal set forth by the York family is to continue to teach more children the importance of teamwork, goal-setting and how to live a healthy lifestyle in a fun, safe and educational environment.

In recognition of their community involvement, Denise and John have been honored with a number of accolades including the Children Discovery Museum’s Legacy for Children Award, City Year’s Service Leadership Award, Silicon Valley Exemplary Community Leadership Award by Silicon Valley FACES, Outstanding Corporate Philanthropy Award at the Catholic Charities/Catholic Youth Organization’s Loaves and Fishes Dinner, and annual inclusion on the Top Corporate Philanthropists list for the *San Jose/Silicon Valley Business Journal*.

Their passion for community involvement extends beyond the Bay Area as well. John has been honored with Loyola University’s Stritch Medal – the highest honor awarded by the school – for his ongoing contributions to his alma mater. The couple was honored with the Youngstown Hearing and Speech Center’s Great Communicators Award in recognition of their philanthropic leadership. They continue to support the Boys and Girls Club of Youngstown, Making Kids Count and the Mahoning Valley United Way, while also being intimately involved with the Edward J. DeBartolo Memorial Scholarship Foundation, which awards college scholarships to deserving Youngstown area high school seniors.

Denise continues to provide mentoring and tuition assistance for at-risk youth throughout all levels of education. This past year, along with her usual contribution, Denise “adopted” Williamson Elementary School in Youngstown through the United Way Success after Six program, and her donation sponsored the after school program. She also works with the local food bank and supports Rescue Mission, Akron Children’s Hospital Mahoning Valley, Beatitude House, Youngstown Neighborhood Development, Angels for Animals, Alchemy Acres, YWCA Scholarship Program, Women in Entrepreneurship Program at Youngstown Business Incubator and made a substantial contribution to the new Youngstown State University Veteran’s Resource Center. Over the last few years, and again this year, Denise has been the sponsor of the Ohio Nonviolence Week in conjunction with the Simeon Booker Courage Award. Denise is also passionate about cancer-related causes, including The Serenity Garden at the Joanie Abdu Comprehensive Breast Care Center.

PUTTING FAMILY FIRST

Though Denise and John have accomplished much in their professional careers, they first define themselves as husband, wife, and parents.

Their eldest son, Jed, now carries on the family’s legacy -- begun by his grandfather Edward J. DeBartolo Sr., his Uncle Eddie DeBartolo Jr., and his parents -- by serving as CEO of the 49ers. Their twin daughters, Jenna and Mara, have worked in the Napa Valley wine industry for several years and are active participants with the 49ers Foundation and Community Relations efforts. Their son, Tony, was an entrepreneur whose true passion lied in philanthropy, which led him to support a number of non-profit efforts and work closely with incarcerated youth. The York children share their parents’ passion for community service and are very active in the 49ers Foundation. Denise and John, have two grandchildren, Jaxon and Brixton, the sons of Jed and his wife, Danielle.

