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Riverside Launches New Crosstown Showdown Celebrating Division I College Sports

Competition between UC Riverside and California Baptist University creates a new tradition

RIVERSIDE, Calif. – California Baptist University (CBU), the University of California, Riverside (UCR), the Office of Riverside Mayor Patricia Lock Dawson, the Greater Riverside Chambers of Commerce, and Visit Riverside are launching the Crosstown Showdown, a new competition celebrating Riverside's two NCAA Division I universities and creating a new tradition for Riverside.

Throughout the 2026-27 academic year, the men's and women's CBU Lancers and UCR Highlanders will compete head-to-head across multiple Division I sports in the Big West Conference. Each matchup will earn points toward the Crosstown Showdown Championship Trophy, with the university accumulating the most points at the end of the academic year crowned the inaugural Crosstown Showdown Champion.

The Crosstown Showdown begins with Women's Soccer at UCR on Saturday, September 26, followed by matchups in men's soccer, women's volleyball, women's golf, men's and women's cross country and track, men's and women's basketball, softball, and baseball totaling fourteen games.

The Crosstown Showdown builds on Riverside's proud roots as a sports town, where generations of athletes have developed their talents and inspired community pride. The competition will celebrate that legacy while creating a new chapter of collegiate rivalry, bringing students, alumni, families, and fans together throughout the academic year. As excitement builds around each matchup, the initiative will also create opportunities for local businesses and bring new energy to Riverside's restaurants, shops, and hotels.

Riverside now stands alongside Los Angeles, Chicago, New York City, Atlanta, and Washington D.C., as one of a select group of U.S. cities with two NCAA Division I universities competing in the same athletics conference. This puts Riverside in a unique position to use collegiate athletics to build community pride, attract visitors, support local businesses, and increase the city's visibility across the region and the country.

CBU is coming off its most successful season as a Division I program, capturing nine conference championships and earning NCAA Tournament appearances in women's soccer, men's basketball, women's basketball and softball. UCR continues to build on its own tradition of Division I success, with the Highlanders earning multiple Big West titles during the 2025-26 season and student-athletes advancing to the national stage, including Chelsea Aninyei, who earned First Team All-American honors after placing fifth in the triple jump at the NCAA Championships.



Beyond the competition, the Crosstown Showdown will help showcase Riverside as a community with a strong higher education presence, a growing sports culture, and a vibrant business environment. The partnership between the City, business community, and universities creates a platform that can build community engagement while supporting Riverside's position as a destination for collegiate athletics and events.

Crosstown Showdown Schedule (game schedules are subject to change):

- Saturday, September 26: Women's Soccer at UCR
- Saturday, October 10: Men's Soccer at CBU
- Friday, October 23: Volleyball at UCR
- Saturday, October 24: Volleyball at CBU
- Saturday, October 31: Men's and Women's Cross Country
- Saturday, December 5: Women's Basketball at UCR
- Saturday, December 5: Men's Basketball at UCR
- Saturday, February 20, 2027: Women's Basketball at CBU
- Saturday, February 20, 2027: Men's Basketball at CBU
- Sunday, April 18, 2027-April 20, 2027: Women's Golf
- Saturday, April 24, 2027: Softball at CBU
- Sunday, April 25, 2027: Softball at CBU
- Friday, May 7, 2027 – May 15, 2027: Men's and Women's Track
- Baseball Schedule Still to Be Determined

For the complete schedule and information on purchasing tickets for each sport, visit the Crosstown Showdown page on the Visit Riverside website ([Crosstown Showdown – Visit Riverside](#)) or visit California Baptist University Athletics website (www.cbulancers.com) or University of California, Riverside website (www.gohighlanders.com).

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