



FOR IMMEDIATE RELEASE



December 17, 2010

SHARKS ANNOUNCE THEME NIGHTS

New Themes Join Finatics' Favorites for 2011

JACKSONVILLE, FLA - The Jacksonville Sharks announce the theme nights for the 2011 regular season. The Sharks will host nine action-packed events during the regular season beginning with Game Show Night as the Sharks host the Georgia Force Friday, March 18, 2011. Other nights include Mardi Gras Jacksonville, 80's Night, Blood Red Night, Military Appreciation, Halloween in June, Dukes of Hazzard Night, Shark-A-Ritaville and FINatic Appreciation Night.

Date	Opponent	Theme
March 18, 2011	Georgia Force	Game Show Night
March 26, 2011	New Orleans VooDoo [#]	Mardi Gras Jacksonville
April 23, 2011	Cleveland Gladiators [#]	80's Night
April 30, 2011	Orlando Predators [*]	Blood Red Night
May 13, 2011	Iowa Barnstormers	Military Appreciation
June 18, 2011	Milwaukee Iron [#]	Halloween in June
June 25, 2011	Tampa Bay Storm [#]	Dukes of Hazzard Night
July 9, 2011	Dallas Vigilantes [#]	Shark-A-Ritaville
July 22, 2011	Spokane Shock [*]	FINatic Appreciation

^{*}Game broadcast nationally on NFL Network
[#]Game broadcast locally on CW17



The Jacksonville Sharks faithful, called Finatics, never miss a chance to dress up - even with paint. The Sharks announced the theme nights for the upcoming 2011 regular season home games on Friday, December 17, 2010. *Photo by Frank Kello.*

GAME SHOW NIGHT - *Let's Make a Deal*, but only if the *Price is Right!* Shark faithful are encouraged to wear whacky costumes for a chance to win prizes all game long by playing your favorite game show games.

MARDI GRAS JACKSONVILLE - Let's do that VooDoo that we do so well. Bella Terraza Condos presents a night for Jacksonville to show New Orleans how the First Coast does Mardi Gras.

80's NIGHT with EDUCATION APPRECIATION - Put on your Members Only jackets, Ray Ban sunglasses and leg warmers. This night is going to be totally rad! All students, teachers and school personnel who present their current school ID receive our Buy One Ticket, Get One FREE special*.

BLOOD RED NIGHT - The Sharks look for revenge against the Predators after last season's 73-69 playoff heartbreaker. Every fan will receive a Blood Towel on their seat for the massacre presented by St Vincents.

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MILITARY APPRECIATION - Navy Federal Credit Union presents a night for fans to cheer on the Sharks as they fight for a win while honoring the men and women who fight for our freedom. Active and retired military personnel will receive a Buy One Ticket, Get One FREE special* when they present a current military ID.

HALLOWEEN IN JUNE - A fan-favorite returns for an encore as Finatics get tricks *and* treats with the Sharks. Fans can put on costumes and take part in the game festivities, including a best costume contest.

DUKES OF HAZZARD NIGHT - Rip off those sleeves, comb that mullet, fire up the General Lee and crank some Skynyrd. If you love the Sharks, you might be a red neck. This night will also feature the 2011 Jacksonville Sharks Youth Football Camp before the game.

SHARK-A-RITAVILLE - Weather is here, wish you were beautiful! Aaron's invites fans to throw on their favorite Hawaiian shirt and enjoy a hot dog in paradise at Sea Best Field. Don't forget the salt shaker! This night will also feature the culminating performance of the 2011 Jacksonville Sharks Junior Attack Dance Camp.

FINATIC APPRECIATION - The Sharks honor the best 9th man in the Arena Football League and they are pulling out all the stops for this game! Last season, all 20 Sharks left Sea Best Field into the stands to give out commemorative footballs. What will happen this year?

**Specials limited to 4 free tickets per transaction.*

The Jacksonville Sharks are members of the Arena Football League (AFL). The reigning South Division Champions are presented by Sea Best Seafood and play all home games on Sea Best Field at the Jacksonville Veterans Memorial Arena. The Sharks return to action Saturday, March 12, 2011 in Arizona to battle the Rattlers. The Sharks return home Friday, March 18, 2011 to take on division foe Georgia Force. Season tickets for the 2011 season are now available. To reserve your season tickets, group tickets, or for more information please call (904) 621-0700.

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