

TEAM TEAL: TAKIN' IT TO THE STREETS

BY LILTERA R. WILLIAMS

To generate excitement and recruit fans for the Jacksonville Jaguars, Team Teal has scheduled four pep rallies across Northeast Florida as part of the community initiative to revive support and pride in the team and increase ticket sales.

Since 2010, the long-term initiative to reconnect the Jaguars with the Jacksonville community and surrounding areas has been extremely effective, intensifying awareness, excitement and energy for fans and supporters. The organization's success has resulted in no blackouts for the past two seasons, as well as steady growth in fan participation and enthusiasm.

"I want every fan in Jacksonville to be a part of this unforgettable season, and that starts with building our momentum at these Team Teal Rallies," said Team Teal Commissioner Tony Boselli.

During the St. Johns County Team Teal Rally held at World Golf Village on May 24, Boselli delivered a motivational speech to those in attendance.

He urged fans to continue to have faith in the personnel shifts and constantly expressed his gratitude to fans for supporting the team through various adjustments.

"One of the reasons we do the rallies is to say thank you and to remind you that you are important to the success of this organization," Boselli said.

Fan support is indeed a critical component to the game day experience and also a determining factor in the decision-making process, which is evident when examining the improvements in defensive and offensive strategies. The Jaguars defense finished the 2011 season ranked No. 6, and the team also completed negotiations to acquire Justin Blackmon, the No. 1 receiver in the 2012 NFL draft.

To further the team's development, Team Teal is committed to bringing back the feeling from previous years, when the Jaguars showed promise in being a consistent, playoff-caliber franchise.

"Our goal is to fill every seat in the entire stadium, to create the home field advantage that our team needs and make sure the fan experience and outreach is second to none," Boselli continued.

Boselli then introduced new wide receiver Laurent Robinson to speak on behalf of the players. Robinson shared details of his struggles as a free agent, and the importance of maintaining a positive attitude as he battled injuries and short stints on three different teams before having a breakout season last year.

Robinson recently signed a five-year, \$32 million deal with the Jaguars, proving their dedication to improving the team's offensive weaknesses.

Before introducing the Jaguars new head coach Mike Mularkey, Boselli complimented Mularkey on his leadership techniques, comparing his calm demeanor to the team's first coach Tom Coughlin.

He noted that Mularkey's attention to detail, focus and accountability would keep the team on the right track.

"Don't let the nice guy impression fool you," Mularkey joked as he approached the podium. Mularkey informed fans of the positive responses on the practice field during high-tempo, two-hour workouts and reassured them the players are doing their best to exemplify the team's new motto, "all in."

"If there's failure, it won't be because we haven't tried. We're going to make this upcoming season a great experience for everyone," he promised.

The Jaguars will begin mini-camp in mid-June, and then en-

joy a five-week break before training camp. Fans will be able to attend the open camps to witness the team's progress firsthand.

At the conclusion of the Northeast Florida rallies, Team Teal plans to embark on a seven-city caravan tour to appeal to fans in surrounding areas, including the Georgia cities of Valdosta, Brunswick, Waycross and Savannah, as well as Gainesville, and Flagler and Volusia Counties.

Each rally will be family-friendly and include appearances by coaches, players, ROAR cheerleaders and Jaxson De Ville. Activities include free food, interactive and inflatable games and drawings for prizes from the Jaguars and local vendors.

Team Teal members, both individual and corporate, can earn points in return for helping introduce new ticket owners that make them eligible to win special rewards and prizes. Additionally, as season ticket owners, Team Teal members are eligible to receive cash rebates with the Jaguars' new "Refer A Fan" program.

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