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*Worldwide Entertainment and  
Conference Venue Management*

## **FOR IMMEDIATE RELEASE**

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### **SMG Jacksonville to “Turn The Arena Pink” in Support of Breast Cancer Awareness Month**

*-Attendees of Carrie Underwood concert are encouraged to show support by wearing pink at upcoming event-*

**Jacksonville, Fla.,** - October 22, 2010 – SMG Jacksonville, the manager of six sport and entertainment venues in the city, will “Turn the Arena Pink” in support of Breast Cancer Awareness Month for the upcoming Carrie Underwood concert on Tuesday, October 26<sup>th</sup>. In honor of those affected by breast cancer, SMG will turn the Veterans Memorial Arena pink, and is encouraging all attendees to wear pink at the event in support of the cause.

“SMG Jacksonville is a passionate supporter of a number of local charitable organizations, and ‘Turn the Arena Pink’ is a great way for us to join the effort to finish breast cancer here on the First Coast,” said Robin Timothy, Assistant General Manager of Jacksonville Veterans Memorial Arena, SMG Jacksonville. “We are proud supporters of local organizations, like The 26.2 with Donna, which does so much to raise awareness and funds for breast cancer in our community.”

On the night of the concert, the downtown arena will be given a fully pink makeover, complete with pink lighting and special offers for pink refreshments. Through the event, SMG Jacksonville is also helping to promote participation in 26.2 With Donna events.

26.2 with Donna’s mission is to passionately produce world class events to raise funds for ground breaking breast cancer research and to empower those living with breast cancer. Seventy percent of all race proceeds go to the Mayo Clinic for bench top breast cancer research, and thirty percent of all race proceeds go to The Donna Foundation to help breast cancer patients meet critical financial needs. Attendees can find information about 26.2 with Donna outside the main entrance of the arena.

The concert will be held at 7 p.m. Tuesday, October 26. Tickets are available online through Ticketmaster, and from 10 a.m. to 4 p.m. Monday through Friday at the Veterans Memorial Arena box office, located at 300 A. Philip Randolph Boulevard.



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For more information on SMG Jacksonville and the Jacksonville Veterans Memorial Arena, visit [www.jaxevents.com](http://www.jaxevents.com).

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### **About SMG**

Since 1977, SMG has provided management services to more than 220 public assembly facilities worldwide, including arenas, stadiums, theatres and performing arts centers, equestrian facilities, convention, congress and exhibition centers, science centers and a variety of other venues. Across the globe, SMG manages more than 11 million square feet (1.1 million square meters) of exhibition space and over 1.5 million arena and theatre seats. As the recognized global industry leader, SMG provides venue management, sales, marketing, event booking and programming, construction and design consulting, and pre-opening services. SMG also offers food and beverage operations through its concessions and catering company SAVOR. Currently SMG Jacksonville manages the EverBank Field, the Baseball Grounds of Jacksonville, Jacksonville Veterans Memorial Arena, Times-Union Center for the Performing Arts, Prime F. Osborn III Convention Center and the Jacksonville Equestrian Center. For more information, visit <http://www.smgworld.com/>.