



Media Release

FOR IMMEDIATE RELEASE

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The Jacksonville Landing Announces Plans for Georgia vs. Florida 2018 Celebration

Weekend events to include multiple entertainment locations and Sideline Safety Zone

JACKSONVILLE, Fla. – October 24, 2018 – The Jacksonville Landing welcomes the University of Georgia and the University of Florida fans for a weekend celebration surrounding one of college football's most storied rivalry that has been a Jacksonville tradition since 1933. The Landing, opened in 1987, is excited to continue as the heart of downtown Jacksonville and home to the best variety and entertainment to appeal to fans of all ages throughout the property.



Activities are scheduled to take place in The Landing's courtyard, on Hogan Street, inside various Landing restaurants and Mavericks Live. The complete schedule for this year's Georgia-Florida Celebration weekend is as follows:

Friday, October 26

1) **Georgia vs. Florida Celebration 2018** The Jacksonville Landing welcomes all fans to celebrate a weekend packed with football, good food, drink specials, entertainment and more!

Live music on the Sleiman Riverfront Stage:

12 p.m. – 3 p.m.

Uncommon Legends

5 p.m. – 2 a.m.

DJ by Party Solution Entertainment

8 p.m. – 1 a.m.

Briteside Band

Entertainment on the Hogan Street Stage:

7 p.m. – 2 a.m.

DJ by Party Solution Entertainment

2) Live music at Fionn MacCool's:

9 p.m. – 2 a.m.

Vegas Gray

3) **GA/FL Pre-Party** at Mavericks Live. Doors open at 6 p.m.

Saturday, October 27

1) **Georgia vs. Florida Celebration 2018** The Jacksonville Landing welcomes all fans to celebrate a weekend packed with football, good food, drink specials, entertainment and more!

Live music on the Sleiman Riverfront Stage:

11 a.m. – 3 p.m.

Trey Tucker Band

3:30 p.m.

Game Watch Party on the Jumbotron

7 p.m. – 2 a.m.

DJ by Party Solution Entertainment

8:30 p.m. – 1:30 a.m.

Bay Kings Band

Entertainment on the Hogan Street Stage:

7 p.m. – 2 a.m.

DJ by Party Solution Entertainment

2) Music at Fionn MacCool's by **DJ Seven** 9:00 p.m. – 2:00 a.m.

3) **Game Watch Party and After-Party** at Mavericks Live. Doors open at Noon.

- More -

In addition to the Courtyard and various activities, fans can enjoy lunch and dinner at any of The Landing's five waterfront restaurants along with pop-up food vendors in The Landing's Food Court. The Landing also offers one nightclub, Mavericks Live.

The **Sideline Safety Zone** will return to the first floor at The Landing inside the mall, located by the escalators. The Sideline Safety Zone is for any persons requesting assistance during the event. Amenities available will include access to directions, first aid and medical support, water, telephone service, cell phone charges, snacks, coffee, maps and other information. The zone will be open Friday, October 27 from 8 *p.m. to 2 a.m.* and Saturday, October 28 from *Noon to 2 a.m.* For more information on the Sideline Safety Zone visit flgajax.com or call the hotline (904) 630-SAFE (7233).

The Landing will be gating Friday and Saturday and a \$10 charge will be collected at the entry gates. Children 12 and under accompanied by a parent will be free.

As in previous years, all visitors and their belongings will be searched to allow entry into The Jacksonville Landing. The Landing will enforce their rules and requirements for this special event and will limit the items allowed on property. No backpacks, coolers, chairs, outside food and drink, luggage/oversized bags, weapons/firearms, masks, fireworks, bottles and cans, and flying objects are allowed on The Landing's property. No Halloween costume masks (or anything that covers the face) will be allowed. The Landing will allow small bags including clutches, satchels, draw string bags and anything under 12"x12" on to the property. As mentioned, all persons, bags, parcels, clothing and other personal items will be searched.

For onsite media credentials, please contact Samantha Ashcraft at sashcraft@jacksonvillelanding.com by Thursday, October 25 to request your Media Pass for the weekend.

For a complete list of all events at The Landing, please log on to JacksonvilleLanding.com or [Facebook.com/JacksonvilleLanding](https://www.facebook.com/JacksonvilleLanding).

The Jacksonville Landing, located in the heart of downtown Jacksonville adjacent to the St. Johns River, is a multi-purpose facility providing year-round dining, shopping and entertainment. With more than 40 shops and restaurants, visitors are sure to find exactly what they are looking for, as well as enjoy the fabulous view of the river. Hours are Monday through Thursday from 10:00 a.m. to 8:00 p.m., Friday and Saturday from 10:00 a.m. to 9:00 p.m. and on Sunday from noon to 5:30 p.m. Restaurants and nightlife may stay open later. For more information please call (904) 353-1188.

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