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Mississippi Surge Teams Up with United Way of South Mississippi

Gulfport, Miss – December 21, 2009 – In the spirit of good sportsmanship and supporting our local community, the Mississippi Surge, the Coast’s professional hockey team, is teaming up with United Way of South Mississippi on January 6, 2010 for “Who Dat Rally Night” at the Mississippi Coast Coliseum.

Surge team members will be dressed out in specially-designed black and gold hockey jerseys, much like the jerseys of the New Orleans Saints. These one-of-a-kind jerseys will be auctioned off to the fans following the game against the Columbus Cottonmouths, with a portion of the proceeds benefitting United Way of South Mississippi.

“We created ‘Who Dat Rally Night’ in order to support the very important work of United Way of South Mississippi, as well as give our fans a chance to combine their love of the Saints with their love of hockey along the Mississippi Gulf Coast,” said Art Clarkson, Chief Operating Officer of the Surge.

United Way CEO, Sue Suter, is excited about the creative concept. “Several months ago, I moved here from the Northeast, where hockey is hugely popular. I learned quickly that football and the Saints are king here, but this special night at the Surge game will bring the two sports and athletes together for a great night of fun and community support.”

Other promotions for “Who Dat Rally Night” include \$2.00 off admission for fans wearing black and gold, \$2.00 beer until the first intermission, a performance by the award-winning Cheer Zone cheerleaders, and surge pucks emblazoned with the fleur-de-lis for sale.

“Who Dat Rally Night” will be January 6 at the Mississippi Coast Coliseum, when the Mississippi Surge will host the Columbus Cottonmouths. Game time is 7 p.m. and tickets are available starting as low as \$8 at the door or by calling 228-287-PUCK.

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