

NEW LOG CABIN
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only
SALE! One Day Only - Sat, July 19th

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Around the stadium

AROUND THE STADIUM

The absence of references to Alltel wasn't the only change that met Jaguars fans on Saturday during the team's first home game of the season. New seat covers in the upper decks were among the more noticeable alterations for fans entering Jacksonville Municipal Stadium.

CEVA Logistics, a global logistics company, purchased the right to advertise on two sets of seat covers in the upper decks on the East and West sides of the stadium this season. But fans greeted the giant maroon and black ads with mixed reviews:

- "I didn't know what it was so I was just staring at it. ... It's not global enough. We don't know who they are. If they want to advertise in our stadium, then they need to put it out a little more so we know what it is. ...And I don't like the fact that they've got Tampa Bay colors in our stadium," said Heidi Rodgers, who pointed out the unfortunate similarity between the ads' colors and those of the Jaguars' first home opponent.

- "I think something Jaguars[-related] would be way better than that. I think it's just another way for whoever, the city, to make money off somebody advertising. But I think it looks better as a Jaguar head," said Delza Smith.

- "I'm fine with it as long as they're making money," said Ross Winter.

- "I think they look nothing like Jaguars, so I don't like them," said Winter's brother Lance.

Pregame ceremonies

- The two recipients of the 2007 Jaguars Foundation/University of North Florida Community Scholarships were honored on the field. Sanitra Livingston from Stanton and Britney Broussard from Parker High participated in the Honor Rows program, met academic requirements and served in the community to earn the awards. They each received a UNF scholarship and an autographed football from the Jaguars Foundation.

- Fleming Island graduate Allison Bureau sang the national anthem and Naval Hospital Jacksonville presented the colors.

FRANCINE KING/The Times-Union

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