

WE ARE ALL
DUUUVAL™

DUUUVAL™ WAS BORN FROM OUR FANS' UNBRIDLED LOVE OF THE BLACK, WHITE AND TEAL AND SYMBOLIZES OUR PASSION, SWAGGER AND DESIRE TO WIN. IT HAS BECOME OUR RALLYING CRY FOR JACKSONVILLE, REMINDING OUR OPPONENTS WHO WE ARE AND WHERE WE'RE FROM.

IT HAS GROWN AND EVOLVED BEYOND ITS BORDERS AND NOW BELONGS TO ALL OF US, NO MATTER IN WHAT CITY, COUNTY, STATE OR COUNTRY YOU LIVE. WE WILL DEFEND IT FIERCELY SO THAT EACH AND EVERY JAGUARS FAN MAY SCREAM IT, WRITE IT, WEAR IT, AND LIVE IT FOREVER.

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