

THE DULUTH HARBOR MONSTERS WOULD LIKE  
TO THANK THESE WONDERFUL PARTNERS



SuperiorChoice  
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#FEAR THE DEEP



THURSDAY, AUGUST 24TH, 2023  
THE DECC ARENA BALCONY, CANAL PARK, DULUTH, MN  
WELCOME MEMBERS OF THE MEDIA, GUESTS, & FRIENDS

# FINAL RIDDLE

## THURSDAY, AUGUST 24TH

**TODAY'S THE BIG DAY;  
DID OUR HUNTS GIVE IT AWAY?**

**WHY TOOLS FROM HARBOR FREIGHT AND  
UNDERWATER PANTHERS YOU MAY SAY?**

**WITH YOUR MINDS, WE DID PLAY.**

**BUT NOW YOU WILL MEET, THE NAME OF  
YOUR TEAM;**

**DISPITE LEGEND AND LORE, MY IDENTITY  
YOU WILL GLEAM.**

**LOOK ASHORE TICKET HOLDERS, FANS,  
AND SPONSORS;**

**HEY GUYS WERE THE DULUTH HARBOR  
MONSTERS!**

## HARBOR MONSTERS DIVE INTO TWIN PORTS!

### COMMUNITY CHOOSES NAME OVER LAKERS, NORSEMEN, AND SASQUATCH

After receiving nearly 2,000 entries in a "Name-the-Team" contest followed by a vote of the most popular four names for both the city moniker and team name, The Arena League-Duluth is proud to announce its official name. Meet the "DULUTH HARBOR MONSTERS"! "It was nearly a three way tie between Sasquatch, Norsemen, and Harbor Monsters but we are pleased with the communities choice", said team CEO Brent LaBrie before the formal name and logo reveal Thursday at the DECC arena's harbor-side balcony, "We hope that the people of the area's choice of *Duluth* and *Harbor Monsters* will be a name that we can all be proud of and stand behind when we play football starting next June."

Sparked by the historical Mishipeshu legend of the underwater panther, or Monster in Lake Superior, the logo's featured character is aimed to be tough and gritty like the people of the Twin Ports, as he cruises with football in tow through the harbor that he rules complete with the lift bridge and lighthouse as his backdrop. The colors of blue and gold were incorporated to pay homage to the state colors of our home...Minnesota. One of the nations top sports logo producers, Ryan Foose of Foose Sports designed a series of alternate marks to accompany the primary logo including one specific for the teams helmets and another for the end zone on the field. An alternate logo also features a second call back to the cities history with a "Zenith" star at perfect center above Duluth.

The winner of the Name-The-Team contest is Minnesota's own Ian Thorpe who will be treated to season tickets and will have an opportunity to charge onto the field with the team at a game next year "It's an honor to be able to play a part in reintroducing the game of football that we all love back into our community", said the 27 year old whose family lives in Duluth, his "favorite city".

Duluth was the final of The Arena League's four cities to unveil a logo and all teams now have local ownership as they begin preparations for the inaugural season. The Harbor Monsters season tickets are on sale now and can be purchased through the team's new web site [www.DuluthMonsters.com](http://www.DuluthMonsters.com).



HELMET LOGO



PRIMARY LOGO



ALTERNATE LOGO



END ZONE LOGO



INITIALS LOGO



WORD MARKING

