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**FOR IMMEDIATE RELEASE**

**GAINESVILLE ROLLER REBELS BRING BRAINS, BRAWN TO LOCAL DERBY ACTION**

**Sunday, May 23, 2010, 7 p.m., Skate Station: Gainesville Roller Rebels' Swamp City Sirens vs. Bradenton's Bradentucky Bombers**

GAINESVILLE, Fla., May 11, 2010 — Get ready for derby MAY-hem when the Gainesville Roller Rebels'—the area's first competitive roller derby league—Swamp City Sirens take on Bradenton's Bradentucky Bombers at Skate Station Funworks on Sunday, May 23.

According to Press Relations Coordinator Adrienne "Rage-rienne" Filardo, this weekend's bout against the Bradentucky Bombers will be one for the books. "The Bradenton league plays host to two formidable teams [Bombers and Bombshells]. They've been around longer than we have and their strategy is always keeping us on our toes," said Filardo. Despite these facts, the Roller Rebels are still predicting a close game with Gainesville taking the win. "We've won the last three bouts we played against this league," Filardo continues. "I don't see any reason why we can't make that four."

Fans of all ages will enjoy a fast-paced, full-contact game beginning at 9 p.m. at Skate Station Funworks (1311 N.W. 76th Blvd.). Advance tickets (\$8) are available at Skate Station, Sweet Dreams Ice Cream (3437 W. University Ave.) or [brownpapertickets.com](http://brownpapertickets.com). Admission is \$12 at the door for ages 13-and-up; 12-and-under are free.

Doors open at 6:15 p.m. with the bout beginning at 7 p.m. Bringing a chair is recommended; however, limited table seating will also be available. Track-side (aka rink floor) seating is available for 18-and-up. Concessions—including beer for 21-and-up with ID—will be available inside Skate Station.

As part of Roller Rebels' pledge to give back to the community, the LifeSouth Bloodmobile will open at 6 p.m. to begin taking life-saving donations (ages 16 and up). The first 10 on-site donors will receive free entry to the event as well as special gift packs while supplies last.

**UPCOMING GRR EVENTS:**

**Thursday, May 13, 8 p.m.: Public Scrimmage (Skating Palace: 357 N.W. Hall of Fame Drive, Lake City)**

See roller derby in the raw! GRR and the Jacksonville Roller Girls host their monthly public scrimmage on Thursday, April 22, at The Skating Palace in Lake City. Admission is just \$1.

**Saturday, May 15, 9 a.m. to 1 p.m.: Car Wash Fundraiser (Coffee Culture: 2020 NW 13th St.)**

Come by Coffee Culture on Saturday, May 15, between 9 a.m. and 1 p.m. to get your car washed by the Gainesville Roller Rebels! Suggested donation per vehicle is \$5. Proceeds from this event will go directly to GRR to help pay for away game travel as well as the entry fee for Sunshine Skate, the annual Florida state roller derby championship, to be held Dec. 4-5, 2010.

**Saturday, May 15, 10 a.m. to 6 p.m.: ESPN Radio Sports Expo (Stephen C. O'Connell Center)**

GRR is proud to take part in the first-ever Sports Expo, brought to you by ESPN Radio! Sports enthusiasts are encouraged to come experience sports and health booths, exhibits and demonstrations fit for all ages and skill levels. [www.espngo1.com](http://www.espngo1.com)

**NEXT BOUT IN GAINESVILLE:**

Saturday, June 5, 9 p.m.: Gainesville Roller Rebels' Swamp City Sirens vs. South Florida's Gold Coast Derby Grrls' B Team at Skate Station.

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**About the Gainesville Roller Rebels (GRR):** GRR is Alachua County's first competitive women's flat track roller derby league, founded in November 2007 by Ms. Rebel and incorporated as a Florida non-profit in June 2008. The league boasts a roster of women from every walk of life — including stay-at-home moms, professionals, students and everything in-between — and strives to provide the opportunity to play this extreme sport to women skaters of all backgrounds while providing family-friendly entertainment to the Gainesville area. GRR is committed to fostering athletic ability, community involvement, sisterhood and personal empowerment within a physically demanding environment.

**More about the sport of women's flat track roller derby:** Roller derby has experienced a nationwide explosion in the past decade. The newly reincarnated collision sport leaves behind the wrestling-style scripts of the past and ushers in a full-contact game with rules and penalties dictated by the Women's Flat Track Derby Association (WFTDA). Known only by pseudonyms during a game, women of

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mind-boggling athleticism speed around a flat track with manic fury and unstoppable mayhem. The hits, the blood, the injuries and the glory are all 100 percent real.

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