



# 2023-2024 COMMUNITY ANNUAL REPORT



# TEAL TOGETHER

OFFICIAL ENERGY DRINK OF THE SAN JOSE SHARKS

2016



# TABLE OF CONTENTS

<b>3</b>	Message from the Community Team
<b>4</b>	Sharks Foundation
<b>5</b>	Sharks Foundation Giving
<b>16</b>	Goals for Kids
<b>17</b>	Giving by the Numbers
<b>18</b>	Sharks Foundation Fundraisers
<b>23</b>	Teal Together
<b>30</b>	Wish Fulfillments
<b>33</b>	Player Initiatives
<b>36</b>	Sharks in the Community
<b>42</b>	Barracuda in the Community
<b>46</b>	Sharks Ice Facilities & Hockey Programs
<b>49</b>	Community Staff, Foundation Board & Young Professionals Board
<b>51</b>	Thank You & Credits



# MESSAGE TO SHARKS TERRITORY

Sharks Sports & Entertainment was honored to incorporate fans, donors and non-profits in our annual Giving Campaign and fundraising efforts throughout the 2023-24 season. Thanks to the support of our corporate partners, benefactors, volunteers, board members, and Team Teal staff, the Sharks Foundation donated **\$900,805** and impacted **282,463** lives throughout the year. In addition, we reached **28,328** youth through our interactive and engaging educational and fitness programs.

The Sharks hosted a variety of theme nights at home games to celebrate the diversity of the Bay Area population and highlighted a variety of cultural and ethnic groups. Furthermore, in the spirit of the leaguewide principle that hockey is for everyone, Sharks Sports & Entertainment's family of ice facilities supported the growth of the game by offering an extensive portfolio of opportunities that put hockey sticks in the hands of special needs and diverse players.

To see a sampling of what the Sharks accomplished in the community this season, watch the 2023-24 recap video [here](#).

On behalf of all of Team Teal, we thank you for your unwavering support of our efforts and for your continued generosity.

Teal Together,

*Heather Hooper*

Director, Social Impact



In 1994, the Sharks Foundation was established as the official charitable arm of the San Jose Sharks. Since then, the Foundation has committed more than **\$20.2 million** to the community through Community Assist Grants, programs, and projects including **\$900,805** dedicated across **44** high-performing non-profits during the 2023-24 season.



## MISSION STATEMENT

The Sharks Foundation is dedicated to enhancing the lives of underserved youth and families in the community with an emphasis in the areas of education, health and safety, and character development. The Foundation supplies emergency aid when appropriate, executes unique and relevant programming, supports the advancement of youth hockey, and provides financial support and resources to organizations that enrich the lives of those in need.

# SHARKS FOUNDATION GIVING

The Sharks Foundation's expansive Giving Campaign focused on several causes throughout the season. Spanning from September 2023 to June 2024, the campaign identified a specific cause each month to support and featured key activations and monetary giving to non-profits that aligned with the focal area. The Giving Campaign included support from Sharks fans, players, coaches, broadcasters, executives, corporate partners, employees, and S.J. Sharkie.

## GIVING CAMPAIGN:

**September** Latinx & Hispanic Heritage

**October** Healthy Living

**November** Hockey Fights Cancer  
presented by Kaiser Permanente

**December** Holiday Assist  
presented by Western Digital

**January** Education

**February** Celebration of Black History

**March** Equality  
presented by Kaiser Permanente

**April** Environmental Awareness  
presented by PG&E

**May** Asian & Pacific Islander Heritage

**June** Pride



Every April the Sharks Foundation launches its staple fund-giving program, the Community Assist Grant Cycle. The Foundation accepts applications for funding from public, 501(c)(3) non-profits that can commit to keeping at least 51% of funds received in the Bay Area for the betterment of youth or families.

In their applications, the non-profits propose a program or project that aligns with one of the causes supported by the Sharks Foundation Giving Campaign.





# LATINX & HISPANIC HERITAGE

## H I G H L I G H T



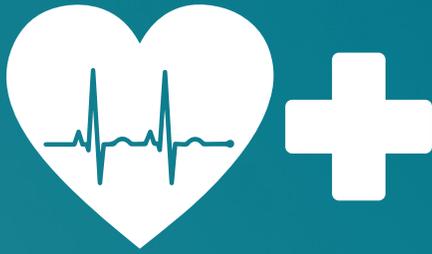
in partnership with



In partnership with SAP, the Sharks Foundation provided an \$85,000 grant to Latino Education Advancement Foundation (LEAF) in support of their Career Exploration & Discovery Program. The program offers assistance to East San Jose Latinx students for college enrollment and career pathways.

In addition, the Sharks Foundation and SAP hosted a Workshop & Career Fair for LEAF scholars and mentors at SAP Center.

**TOTAL FUNDS: \$85,000 | LIVES IMPACTED: 550**



# HEALTHY LIVING

## HIGHLIGHTS



Alongside SAP, the Foundation provided a grant to Loved Twice and packed 250 wardrobe-in-a-boxes to provide clothing to local babies in need.

**GIVE: \$50,000**

In partnership with



In addition to providing a grant, on October 18 members of Team Teal volunteered at JRF to groom therapy animals and assist with farm maintenance.

**GIVE: \$15,000**



On October 28, Sharks staff ran alongside youth at Running for a Better Oakland's Costume Fun Run, an event supported by a Foundation grant.

**GIVE: \$10,000**



**JERSEY AUCTION DONATION**

**LOS TIBURONES SET**

**BENEFITING**



**Hispanic Foundation of Silicon Valley**

**GIVE: \$8,200**

**TOTAL FUNDS: \$83,200 | LIVES IMPACTED: 3,412**



# HOCKEY FIGHTS CANCER

presented by  KAISER PERMANENTE®

## HIGHLIGHTS



On November 8, the Foundation and Kaiser Permanente provided a grant to Jessie Rees Foundation and packed 500 JoyJars. Some of the jars were delivered by Sharks players to pediatric in-patients.

**GIVE: \$20,000**



## HFC 25TH ANNIVERSARY \$2,500 CAMPAIGN GRANTS:



**GIVE: \$27,500**

## JERSEY AUCTION DONATION

SHARKS + WARRIORS BAY AREA UNITE SET  
**GIVE: \$8,700**

BENEFITING



HOCKEY FIGHTS CANCER SET  
**GIVE: \$4,500**

BENEFITING



**TOTAL FUNDS: \$60,700 | LIVES IMPACTED: 6,092**



# HOLIDAY ASSIST

presented by Western Digital

## HIGHLIGHTS



On December 11, members of Team Teal and Western Digital packed meal kits and gifts for Santa Cruz County community members facing critical health issues.

**GIVE: \$20,000**

In partnership with



On December 13, Sharks and Western Digital employees hosted a meal service for 83 families staying at RMHC'S Stanford House. Prior to the event, Sharks players' significant others decorated the house for the holidays.

**GIVE: \$20,000**

In partnership with



A grant was provided to TurningWheels for Kids to sponsor 50 bikes, helmets, and locks which were gifted to local youth in need.

**GIVE: \$10,000**

In partnership with

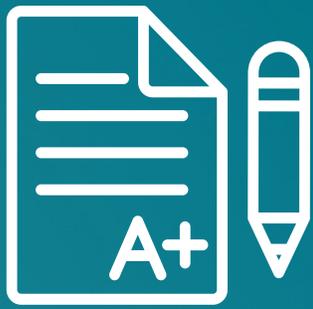


**JERSEY AUCTION DONATION**  
**MILITARY SET**



**GIVE:**  
**\$2,700**

**TOTAL FUNDS: \$52,700 | LIVES IMPACTED: 1,248**



# EDUCATION

## HIGHLIGHT



in partnership with



A grant was provided to sponsor 10,000 Degrees' Money Matters: Budgeting for College program for the 23-24 school year. On January 16, volunteers from Team Teal and Tech CU packaged the program's curriculum for delivery to its 500+ participating 11th grade students. On January 24, students supported by 10,000 Degree were hosted at the S.J. Barracuda game at Tech CU Arena.

**TOTAL FUNDS: \$25,000 | LIVES IMPACTED: 550**



# CELEBRATION OF BLACK HISTORY

## H I G H L I G H T



**GIVE: \$100,000**

in partnership with



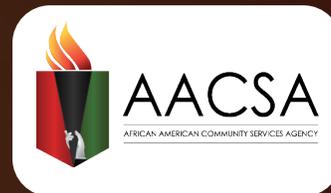
The grant provided impacted 150 underserved Black young adults and/or military veterans through NPower’s Tech Fundamentals program. Participants received free IT and technical instruction, industry-recognized certifications, professional development, social support, and job placement services.



**JERSEY AUCTION DONATION**

**CELEBRATION OF BLACK HISTORY SET**

**BENEFITING**



**GIVE: \$1,700**

**TOTAL FUNDS: \$101,700 | LIVES IMPACTED: 157**



# EQUALITY

presented by  KAISER PERMANENTE®

## H I G H L I G H T

 **One Step Beyond, Inc.®**  
Employment | Culinary | Education | Fitness | Arts



On March 6, One Step Sharks athletes were surprised with new hockey apparel and equipment and enjoyed ice time alongside the S.J. Sharks roster made possible by a grant provided by the Sharks Foundation and Kaiser Permanente.

**TOTAL FUNDS: \$25,000 | LIVES IMPACTED: 135**



# ENVIRONMENTAL AWARENESS

presented by



## HIGHLIGHTS



50 Team Teal and PG&E volunteers removed 3.25 tons of trash from the Guadalupe River and surrounding area.

**GIVE: \$20,000**

In partnership with



PG&E Corporation  
**Foundation**



The Sharks Foundation and Pacific Catch partnered to remove 34 lbs. of debris from Seabright Beach in Santa Cruz.

**GIVE: \$10,000**

In partnership with



Employees from the Sharks and SAP removed 275 lbs. of invasive plants from the All American Canal to allow native species to grow and maintain a healthy ecosystem.

**GIVE: \$50,000**

In partnership with



**TOTAL FUNDS: \$80,000 | LIVES IMPACTED: 4,731**



# ASIAN AND PACIFIC ISLANDER HERITAGE

## H I G H L I G H T



A grant to Mental Health Association for Chinese Communities supported 2,000 copies of a Sharks-branded Art Therapy & Well-Being youth kit including an activity booklet of mindfulness exercises and a foam stress puck. On May 20, S.J. Sharkie delivered 400 kits to students at Cadwallader Elementary.

**GIVE: \$25,000**



**JERSEY AUCTION DONATION**  
LUNAR NEW YEAR SET

BENEFITING



**GIVE: \$4,100**

**TOTAL FUNDS: \$29,100 | LIVES IMPACTED: 39,900**



# PRIDE

## HIGHLIGHT



The grant will provide access to 24/7 transitional housing for homeless LGBTQ+ young adults and fund services including case management, mental health resources, life-skills development, mentoring, job search and education support.



**GIVE: \$100,000**



The SF Earthquakes are a LGBTQ+ friendly team that brings Bay Area individuals together to play ice hockey. The Sharks hosted their second annual Team Teal and Earthquakes scrimmage at SAP Center coached by Fabian Zetterlund and William Eklund.



**JERSEY AUCTION DONATION**

**PRIDE SET**

**BENEFITING**



**GIVE: \$7,400**

**TOTAL FUNDS: \$107,400 | LIVES IMPACTED: 456**



Since 2014, the Goals for Kids program has provided season culminating grants to non-profits supporting youth and families. This season, for every goal scored by a Sharks player, a \$1,000 donation was split amongst our seven non-profit beneficiaries. In total, the 2023-24 program raised **\$180,000**, providing each organization with a \$25,715 donation.

## PRESENTING PARTNERS



## PARTICIPATING SPONSOR



## BENEFICIARIES



The mission of ACS is to empower youth to find their way through social-emotional support and by building safe, accepting communities. Their Outlet Program consists of mental health counseling and support, leadership development, and education for LGBTQIA+ youth; including sensitivity training in both English and Spanish, for healthcare providers serving their clients.



The mission of LLS is to cure leukemia, lymphoma, Hodgkin's disease, and myeloma, and improve the quality of life of patients and their families. They fund lifesaving cancer research around the world, provide free information and support services to blood cancer patients and their families, and advocates for policies that improve patients' access to quality, affordable care.



Elevate Tutoring advances social justice by bridging economic and achievement gaps on the path to-and-through college. They provide training, work experience, career development, and fellowships to socioeconomically-disadvantaged and first-generation college students who, in turn, provide high-quality STEM tutoring, mentorship, and growth mindset coaching to their younger peers in middle and high school.



Movimiento de Arte y Cultura Latino Americana is an inclusive contemporary arts space grounded in the Chicano/Latino experience that incubates new visual, literary, and performance art to engage people in civic dialogue and community transformation.



Narika's mission is to promote women's independence, economic empowerment, and well-being by helping domestic violence survivors with advocacy, support and education. Narika specializes in serving the South Asian communities of the Bay Area with their programs and support services.



International Association for Human Values offers programs to reduce stress and develop leaders so that human values can flourish in people and communities. Their programs enhance clarity of mind, shift attitudes and behaviors, and develop leaders and communities that are resilient, responsible and inspired.



Wayfinder's mission is to ensure that children, youth, and adults facing challenges always have a place to turn. Their work advances equity and strives to improve the social determinants of health for their clients and families.

Since its inception, Goals for Kids has raised more than **\$2.4 million** for local non-profits.

# GIVING BY THE NUMBERS

## NON-PROFIT BENEFICIARIES SUPPORTED

Bill Wilson Center	\$100,000	TurningWheels for Kids	\$10,000
NPower	\$100,000	Sharks Alumni Foundation	\$9,000
Latino Education Advancement Foundation (LEAF)	\$85,000	One Life Counseling Center	\$8,700
Second Harvest of Silicon Valley	\$56,000	Hispanic Foundation of SV	\$8,200
Loved Twice	\$50,000	Side by Side	\$7,400
Save The Bay	\$50,000	Britt George Foundation	\$5,000
Adolescent Counseling Services	\$25,715	Jacob's Heart Children's Cancer Support Services	\$4,500
Elevate Tutoring	\$25,715	Vitalant	\$4,100
International Association for Human Values	\$25,715	San Jose Firefighters Burn Foundation	\$2,700
Leukemia & Lymphoma Society	\$25,715	American Cancer Society	\$2,500
Movimiento de Arte y Cultura Latino Americana (MACLA)	\$25,715	Cancer CAREpoint	\$2,500
Narika	\$25,715	Cancer Support Community SF Bay Area	\$2,500
Wayfinder Family Services	\$25,715	Kids & Art Foundation	\$2,500
One Step Beyond, Inc.	\$26,000	Latinas Contra Cancer	\$2,500
10,000 Degrees	\$25,000	Make-A-Wish Greater Bay Area	\$2,500
Mental Health Association for Chinese Communities (MHACC)	\$25,000	Okizu	\$2,500
Jessie Rees Foundation	\$20,000	Pancreatic Cancer Action Network (PanCAN)	\$2,500
Ronald McDonald House	\$20,000	Starlight Children's Foundation	\$2,500
South Bay Clean Creeks Coalition	\$20,000	The Teal Foundation	\$2,500
Teen Kitchen Project	\$20,000	There With Care of the Bay Area	\$2,500
Jasper Ridge Farm	\$15,000	African American Community Service Agency	\$1,700
Running for a Better Oakland	\$10,000		
Save Our Shores	\$10,000		

**Total Funds Distributed: \$900,805**



# FUNDRAISERS

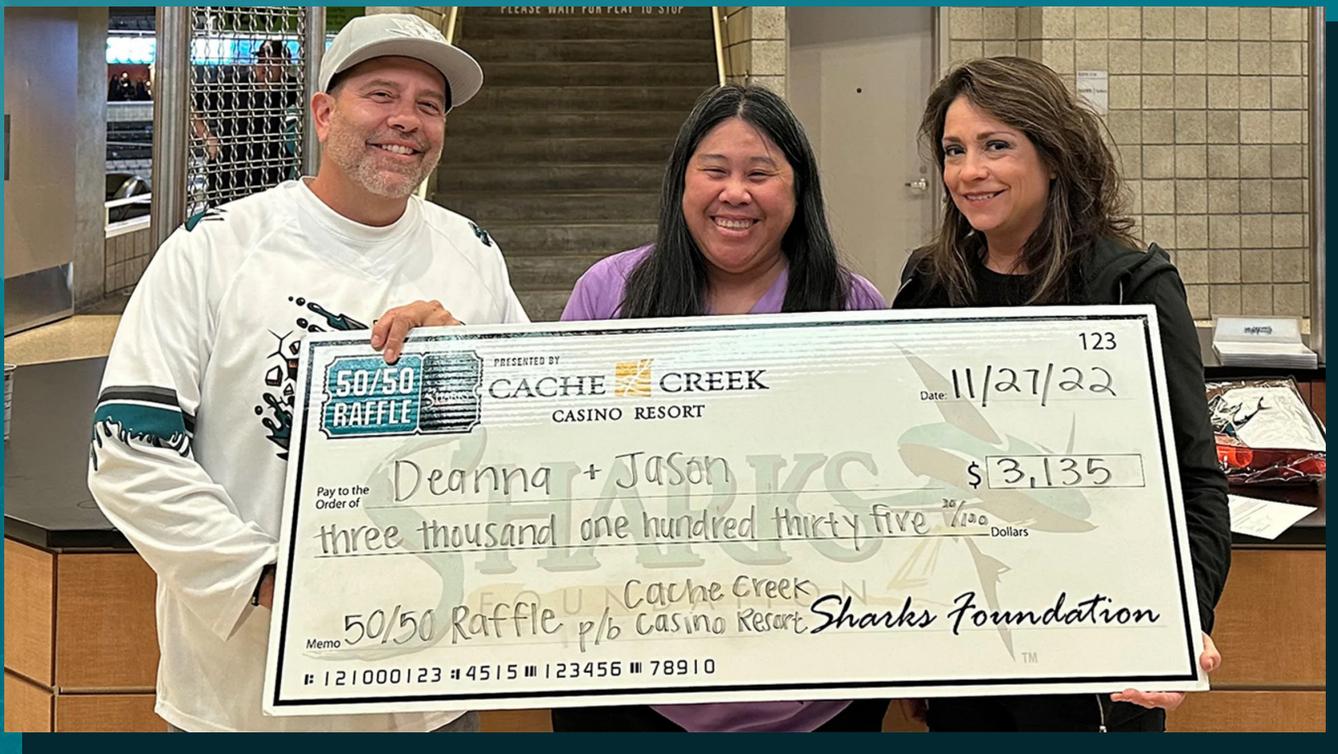
The Sharks Foundation relies on a variety of fundraisers each season to generate the money needed to support the local non-profits it serves. During the 2023-24 season, the Foundation hosted its signature fundraiser Sampling with the Sharks, executed auctions, and continued their Mystery Puck subscription model and Player Card Series fundraisers.



PRESENTED BY **CACHE CREEK**  
CASINO RESORT

The 50/50 Raffle presented by Cache Creek Casino Resort took place during every Sharks home game of the season.

Thanks to the generous support of attending fans, the Foundation raised **\$324,390** in raffle jackpot proceeds with **\$172,405** going directly back to Bay Area non-profits through the Foundation’s grant cycle program.



# Sampling WITH THE SHARKS

PRESENTED BY **SAP**

Attendees of this semi-formal event enjoyed premium wine from Correlation Wine Co., Duckhorn, Far Niente, Joseph George Fine Wines, Grgich Hills, Heikell Family, Miner Family Wines, Schramsberg, Schweiger, Silver Oak, Vineyard 7&8, and Vineyard 29, all while mingling with Sharks players, coaches, broadcasters, alumni, and S.J. Sharkie. New to this season, guests enjoyed a seated dinner and participated in a “Fins Up for the Foundation” moment.

Guests received a Sharks-themed wine glass for their complimentary tastings, and access to incredible silent and live auctions featuring one-of-a-kind experiences, unique hockey items, and autographed memorabilia. Some of this season’s packages included the opportunity to attend a San Francisco 49ers game alongside a Sharks player, a 24-25 season Road Trip with the team, and a SAP Center suite for a Sharks game with pop-in visits from alumni Joe Thornton and Scott Hannan.

In total, Sampling with the Sharks presented by SAP raised nearly **\$255,000** for the Sharks Foundation. To watch a recap of the event, [click here](#).



# AUCTIONS

Throughout the year, the Sharks Foundation hosted various auctions through sharks.givesmart.com - providing donors with a chance to bid on autographed items, Sharks player-used equipment, custom artwork, and memorabilia.

During the 2023-24 season, the Sharks Foundation executed 19 auctions which raised more than **\$193,000**.

Part of this season's auction series included eight sets of specialty jerseys that aligned with dedicated Sharks theme nights. Every set had a named beneficiary that received net proceeds from the auction.



## Los Tiburones

Beneficiary:  
Hispanic Foundation of Silicon Valley

**\$8,200**



## Warriors Mash-up

Beneficiary:  
One Life Counseling Center

**\$8,700**



## Hockey Fights Cancer

Beneficiary:  
Jacob's Heart Children's Cancer Support Services

**\$4,500**



## Military

Beneficiary:  
San Jose Firefighters Burn Foundation

**\$2,700**



## Pride

Beneficiary:  
Side by Side

**\$7,400**



## Lunar New Year

Beneficiary:  
Vitalant

**\$4,100**



## Celebration of Black History

Beneficiary:  
African American Community Service Agency

**\$1,700**



## Women of Teal

Beneficiary:  
Sharks Foundation

**\$1,300**

# MYSTERY PUCKS

Mystery Pucks are sold on the Concourse at designated home games and online throughout the season. Every puck is signed by a Sharks player and then wrapped so the player's identity remains a surprise.

The Foundation also offers a Mystery Puck Subscription program which gave fans the ability to pre-purchase the entire season's set, including a Mystery Holiday Ornament, for a flat rate at the start of the season. In addition to this year's four puck designs, subscribers received an exclusive San Jose Tribute puck. Pucks were shipped out prior to going on sale to the public, granting subscribers early and convenient access to each puck.

This year's Mystery Puck designs aligned with the cultural and theme nights and included: Los Tiburones, Warriors x Sharks, Lunar New Year, and Celebration of South Asian Culture



Mystery Pucks raised **\$133,300** to support the Sharks Foundation's fund-giving efforts.

# PLAYER CARDS

The Player Card Series fundraiser included five sets of limited-edition 3" X 6" cards, each featuring a Sharks player. Adding to the fun, a select number of cards per set were autographed by the player himself, and a limited number of other cards featured a golden ticket that could be redeemed for a bonus item such as an autographed hat, stick, or other Sharks memorabilia. All cards were sealed in envelopes, maintaining the secret of what was inside. Player Cards were sold exclusively on the Concourse at designated home games at the Sharks Foundation Booth for \$10 each.

This season's series featured: Logan Couture, Tomas Hertl, William Eklund, Mackenzie Blackwood, and Henry Thrun, and raised **\$10,000** for the Sharks Foundation.



# TEAL TOGETHER



Teal Together is more than a Sharks Sports & Entertainment campaign. It's a rallying call for our organization as we strive to drive positive social change and foster more inclusive communities. The Sharks are committed to diversity, inclusion, and belonging in the sport of hockey and beyond, and believe everything we do should be accessible to everyone regardless of age, race, ethnicity, religion, sexual orientation, or gender. As part of that philosophy, the Sharks hosted various programs, events, and theme nights celebrating inclusion and our community.



# LATINX & HISPANIC HERITAGE



The Sharks hosted their 7th annual Los Tiburones Night (LTN) presented by Milagro Tequila on October 14 to celebrate Hispanic heritage and the diverse culture of the Bay Area. Every fan in attendance received a luchador-inspired goalie mask; luchador masks play a significant role in the identity of professional wrestlers in Mexico which inspired the concept behind the Sharks goalie mask giveaway. The mask was designed by local artist Luis Guardado who also created the crest and shoulder patches for a set of custom Los Tibs specialty jerseys. The jerseys were autographed by Sharks players and auctioned by the Sharks Foundation, ultimately providing a **\$8,200** donation to Hispanic Foundation of Silicon Valley through generated net proceeds.

Festivities on LTN included pregame music and the Star-Spangled Banner being performed by local band Mariachi Tequila de San Jose. Concourse activations included arts and crafts with the help of folks from the Mexican Heritage Plaza, and a specially designed mural backdrop located at the South Entrance for fan photo opportunities. Intermission entertainment featured on-ice performances by the Grupo Folklorico Los Laureles. During the game, play-by-play of the action was broadcasted live in Spanish on the Sharks Audio Network, and Bay Area personality Amaury Pi-Gonzalez called the on-ice activity from inside SAP Center.



On October 23, the Sharks Foundation and SAP hosted a workshop for Latino Education Advancement Foundation at SAP Center and provided an **\$85,000** grant to launch their Career Exploration & Discovery Program to offer enhanced support to Latinx students in East San through comprehensive assistance for college enrollment and career pathways. The event featured a panel of Team Teal and SAP speakers, a career fair on the North Concourse, complimentary headshots taken by the Sharks team photographer, information on a variety of Sharks intern and fellowship programs, and onsite hiring for open Sharks Sports & Entertainment and Aramark positions. Additionally, SAP employees hosted tables to extend resume and LinkedIn profile reviews.

# HOCKEY FIGHTS CANCER

presented by



During the November Hockey Fights Cancer (HFC) campaign presented by Kaiser Permanente, the Sharks Foundation's fundraising efforts were focused on providing financial support to cancer-related organizations. In celebration of the 25th anniversary of the leaguewide initiative, every non-profit that applied for a 23-24 Community Assist Grant under the HFC focal area received a **\$2,500** donation. On November 8, the Foundation and Kaiser presented a **\$20,000** grant to the Jessie Rees Foundation who encourages every kid fighting cancer to Never Ever Give Up and provides JoyJars filled with toys, games, and cheerful gifts to pediatric oncology patients. In addition to the funding, reps from Team Teal and Kaiser packed 500 JoyJars, with players Giovanni Smith, Mario Ferraro, and Oskar Lindblom delivering some of them to Kaiser Permanente Santa Clara that same afternoon. During their visit, the players wore custom jerseys from a set of HFC specialty sweaters which were later auctioned by the Sharks Foundation and raised **\$4,500** for Jacob's Heart Children's Cancer Support Services.

On November 16, the Sharks hosted their HFC Night presented by Kaiser Permanente where the all-arena giveaway was an "I Fight For" roll-up banner. Sharks team sponsors changed out their logos to an all-lavender version, the official color of the HFC campaign, to show their support. Some Sharks players wrapped their sticks with lavender tape during warm-ups, and S.J. Sharkie wore a special uniform featuring names of cancer warriors.



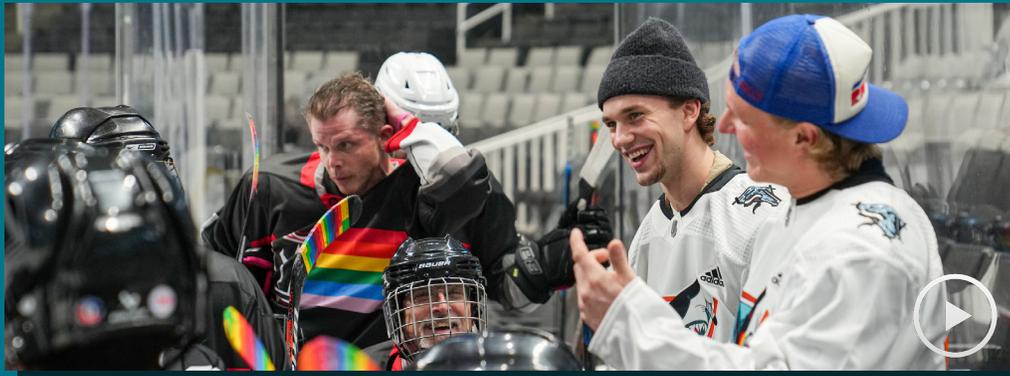
Pre-game, five courageous kids stood on the blue line with the starting lineup for a ceremony to acknowledge their heroic journeys with cancer. The honorees, Quinn (who also dropped the ceremonial puck), Davey, JJ, Charlotte, and Juan, also got to watch warm-ups from ice level, cheered on the Sharks from a suite, and participated in a post-game meet-and-greet with the players.

# PRIDE



On August 27, members of Team Teal walked together in Silicon Valley Pride's annual Pride Parade alongside San Jose Barracuda players Brandon Coe and Ethan Cardwell, Barracuda Assistant Coach Kyle Hagel, mascots S.J. Sharkie and Frenzy, the Teal City Crew, and the San Francisco Earthquakes hockey team. Following the parade, the Cuda and Sharks sales teams, the Sharks Street Team presented by Coca-Cola, and the Sharks HR department hosted tables at the Pride Festival.

On January 24, the Sharks organization hosted its 2nd annual Team Teal and SF Earthquakes scrimmage at SAP Center for a friendly game of ice hockey coached by Sharks players Fabian Zetterlund and William Eklund. The Earthquakes are a LGBTQ+ friendly hockey team that brings together individuals throughout the Bay Area to play hockey no matter their skill level or experience.



On January 27, the Sharks Pride game offered a full-arena giveaway of a reversible rainbow bucket hat. Sharks team sponsors elected to have their logo changed out for a rainbow version to support the campaign, and some Sharks players wrapped their sticks with Pride tape during warm-ups. To kick-off the game, the ceremonial puck drop was performed by S.F. Earthquakes player Joey Marcacci.



Additionally, the Sharks Foundation auctioned a set of specialty Pride-themed jerseys designed by local artist Arely Cardenas, with strength, peace, and love as the inspiration behind the custom crest and patches. The set featured nameplates and signatures from Sharks alumni greats like Owen Nolan, Patrick Marleau, and Jonathan Cheechoo in addition to active roster players. Net proceeds provided a **\$7,400** donation to Side by Side's Our Space, a vibrant safe space for LGBTQIA+ young adults in Alameda and Marin counties.

# LUNAR NEW YEAR



On February 17, the Sharks hosted their 2nd annual Lunar New Year Celebration Night. The all-arena giveaway was a Red Envelope which are traditionally given during Lunar New Year (LNY) and represents energy, happiness, and good luck. Other in-arena elements included a special performance by the Rising Phoenix Lion and Dragon Dance Association and a ceremonial puck drop by Councilmember Bien Doan from District 7 which covers Sharks Ice San Jose. Victoria Thuy Vi McDowell performed the National Anthem in traditional red garbs, and SAP Center provided special food offerings including San Jose eatery Serious Dumplings.

Local artist Julie Dang, a Vietnamese self-taught San Jose native, designed the 2024 Year of the Dragon-inspired crest and shoulder patches for a LNY specialty jersey which was auctioned by the Sharks Foundation to raise funds for Vitalant. Dang, who grew up celebrating Tet, incorporated colors influenced by Vietnamese folk art mixed with dramatic lines and shapes. Additionally, SharksProShop.com dropped a LNY collection with a variety of items and apparel featuring Dang's artwork.





# WOMEN OF TEAL



On March 9, the Sharks kicked off Women's History Month by hosting a 2-part girls' hockey clinic at Tech CU Arena. The event was led by two-time hockey Olympic medalist and four-time world champion Megan Bozek Ferguson, and former NWHL Minnesota Whitecaps player, Taylor Turnquist.

In total, 77 Jr. Sharks girls from age groups 8U-14U spent the morning sharpening their on-ice skills while learning about Ferguson and Turnquist's journeys as accomplished female hockey players.



Later that afternoon, the Sharks hosted their Women of Teal game presented by Kaiser Permanente. The celebration started with a pregame panel focused on "Empowering Excellence - Leading Women in Sport," which was moderated by Sharks Content Contributor Tara Slone, and panelists included Megan Bozek Ferguson, S.J. Barracuda team doctor, Dr. Caitlin Rugg, and sports nutritionist for the San Jose Sharks, Ryann Thomison who later dropped the ceremonial first puck. As fans entered the arena, they received a shirsey featuring local artist Berni Palavecino Prado's California poppies-inspired design. The crest featured two sharks swimming in a symmetrical pattern which represents symbiotic movements between teammates on the ice. Throughout the game, female front office members were honored through scoreboard graphics and video highlights, bringing awareness and honor to the many women that help make Sharks Sports & Entertainment run. Additionally, some of the girls from that morning's clinic got to participate in a Blueline Buddies pre-game ceremony, and skate during a Future Sharks presented by Kaiser Permanente intermission.

# CELEBRATION OF BLACK HISTORY



On February 29, the Sharks hosted their Celebration of Black History game. The all-arena giveaway was a poster designed by Sharks players Anthony Duclair, Givani Smith, and Justin Bailey, who wanted to honor Black hockey players that paved the way for their NHL careers. Other in-arena activations included a National Anthem performance from Sharks Ice instructor Reggie Mack, a spoken word performance by Grammy Nominated poet Prentice Powell, and a performance by Kuumba, a local West African dance organization.

Local artist and middle school art teacher Corbrae Smith designed this season's Celebration of Black History specialty jersey. Smith pulled inspiration from Hip Hop music by incorporating saturated colors like those used in graffiti art today. With the recent celebration of the 50th anniversary of Hip Hop, the crest references a time in the Black community where the music genre changed the trajectory of the industry. The shoulder patches incorporated a cassette tape and a shark fin saturated with pinks and yellows. The jerseys were auctioned by the Sharks Foundation with net proceeds benefiting African American Community Service Agency. The Sharks ProShop also featured a variety of items featuring Smith's design.

# CELEBRATION OF SOUTH ASIAN CULTURE



On March 23, the Sharks held their Celebration of South Asian Culture night where the team partnered with UPMA to host their second annual Holi Celebration on Barack Obama Boulevard before doors opened. The festival welcomed 1,500+ people and featured performances from Bay Area Indian dance groups, DJs, and an appearance by Indian actress Tejasswi Prakash. Inside the arena, each fan in attendance received a Sharks-themed cricket shirsey as they entered the building. At the South Bar, musicians from Voice of Bay Area welcomed guests and featured a play by Rung Munch highlighting the Holi celebration. Other activations included on-ice dance performances by Gurus of Dance and artists offering fans complimentary Henna.

# WISH FULFILLMENTS

# HOSTING QUINN



Quinn, an 8-year-old Leukemia survivor, joined the Sharks during their November 2023 Hockey Fights Cancer (HFC) festivities. The Sharks Foundation first met Quinn in 2019 when they partnered with Dec My Room on a HFC project to renovate the pediatric outpatient infusion clinic at Kaiser Permanente Santa Clara into a warm and welcoming space for the youth it provides care to. Quinn, then just 4 years old, met with former Sharks and Barracuda players and had the honor of hanging the space's dedication plaque. Fast forward to exactly four years later, on November 6 Quinn was invited to a Sharks practice where her and her dad watched the action from the players' bench, got a surprise visit from S.J. Sharkie, and even enjoyed a post-practice snack in the locker room with Sharks Captain Logan Couture.



On November 16 during the Sharks' official HFC Night presented by Kaiser Permanente, Quinn stood with Fabian Zetterlund on the blueline in a custom jersey alongside four other pediatric cancer warriors for the starting line-up. After the ceremony, she dropped the puck at center ice. Quinn, her family, and all the cancer warriors and their loved ones were hosted in a catered suite to watch the game. Post-game, they were treated to a meet-and-greet with all the Sharks players who signed autographs and took photos with the guests.

# ADDISON'S WISH



In January, the Sharks Foundation granted a wish for Addison Kypreos who was introduced to Team Teal through Shadow Jumpers, a non-profit that provides meaningful experiences to families suffering from sun-related conditions, diseases, and disorders. At a young age, Addison, now 12, was regularly in pain while outside; sometimes 5-10 minutes of exposure would leave her skin swollen, discolored, or burned. She was diagnosed with Erythropoietic Protoporphyrin, an inherited disorder resulting in the accumulation of protoporphyrins in red blood cells that causes painful photosensitivity. She continued to push boundaries by routinely going hiking, to summer camp, waterparks, and other outdoor activities, however in April 2022, she was diagnosed with Stage 5 liver failure resulting in a 7-month hiatus from playing her favorite sport, hockey. What is most apparent about the Kypreos family is not only their love for hockey, but specifically for Sharks hockey.

Addison was a very deserving candidate for an ultimate Sharks experience which started on January 19 when she was hosted at practice. She was greeted by S.J. Sharkie and the entire family was gifted custom jerseys. The Kypreos family watched practice from the bench and interacted with the players and coaching staff. Then Addison took the ice for some drills with the team, breaking in a new stick that was cut and customized by the Sharks equipment staff. Post-practice, the family got a locker room tour lead by Anthony Duclair and Justin Bailey during which Addison was surprised with a teal game jersey and the family received authentic Sharks gear.

The next day the Kypreos' showed up to SAP Center early to watch warm-ups from the bench. Prior to puck drop, Addison read the starting line-up in the locker room, and then the family cheered on the players as they took the ice. Addison participated in a Zamboni ride while her dad and brothers took part in an on-ice intermission game. Along the way they were treated to behind-the-scenes experiences like a Press Box tour where Addison even gave an interview to Sharks Audio Network broadcaster Dan Rusanowsky.

# PLAYER INITIATIVES



# LUKE KUNIN T1D FUND AND TICKET PROGRAM



This season, Sharks forward Luke Kunin continued his Luke Kunin Type 1 Diabetes Fund (LKT1D) and ticket program with the help of the Sharks Community team. Kunin was diagnosed with Type 1 Diabetes (T1D) at age 12 and never let it stop him from achieving his dream of becoming a professional hockey player. In partnership with Juvenile Diabetes Research Foundation Northern California (JDRFNC) and the Sharks, he hosted a family with a child impacted by T1D at nearly every Sharks home game during the season. Each guest received a goodie bag containing a LKT1D t-shirt and other items. Additionally, Kunin met with each family post-game to get to know them and answer questions about navigating T1D while playing sports.



On November 14 in honor of World Diabetes Day, Kunin and the Sharks Pro Shop launched the LKT1D Collection including a hoodie, hat, and other merchandise all featuring the unique Sharks-inspired logo and with 50% of sales going back to the LKT1D Fund. Including merchandise sales proceeds and other fundraising avenues, LKT1D raised \$11,126 this season for JDRFNC.

Because of Kunin's passion and commitment to bettering the lives of youth and families facing disease, he was the Sharks nominee for the 2024 King Clancy Memorial Trophy. The award is given annually to the NHL player who best exemplifies leadership qualities on and off the ice and who has made a significant humanitarian contribution to his community.





Sharks left winger Anthony Duclair launched the Anthony Duclair Foundation (ADF) during the 2023 NHL All-Star Weekend in Florida while he played for the Florida Panthers. With a commitment to make hockey more inclusive, combat racism within the sport, and grow the game, its mission is to ensure that Black, Indigenous, People of Color (BIPOC) children are granted safe and equal access to playing hockey in North America. In February 2024, the ADF with the support of the NHL and NHL Players' Association's Industry Growth Fund announced an initiative to demonstrate a resolute commitment to fostering diversity and growing hockey in South Florida. The project involved the construction of a 100'x50' synthetic outdoor rink at Boyd Anderson High School in Lauderdale Lakes where 85% of students belong to minority communities. This initiative aims to provide a new avenue for sports and recreation, introducing the thrill of playing hockey to students who may not have had this opportunity otherwise. The project extends beyond the rink, incorporating programs that teach the fundamentals of hockey, teamwork, and sportsmanship.



Throughout the season, the Sharks Foundation worked with ADF to host under-represented youth at select games, providing tickets, parking, a food and beverage credit, and a post-game meet-and-greet with Duclair, Giovanni Smith and Justin Bailey. Understanding how powerful representation is in hockey, the goal of these visits was to provide inspiration and connection for diverse youth hockey players and their families.



# SAN JOSE SHARKS

## IN THE COMMUNITY

Focusing on youth and young adult education and physical fitness, the Sharks Community Relations and Mascot Operations and Community Programs departments provided engaging, interactive, and fun programming during the 2023-24 season to bring the game of hockey to diverse communities throughout Northern California. From exercise education to dynamic literacy and STEM programs, and scholarships in-between, there was something available to every young Sharks fan.

This season, **28,328** students across **376** schools and centers benefited from Sharks Community programs.

# FINANCIALS

## JUNIOR GM PROGRAM

presented by Comerica Bank.



FINancials Junior GM presented by Comerica Bank provides financial education for 2nd and 3rd grade classrooms focusing on the basics of spending, saving, and budgeting through the lens of managing a hockey team. More than **345** students completed **5,174** hours of the program this year.



# ANTI-BULLYING PROGRAM

PRESENTED BY KAISER PERMANENTE



The Anti-Bullying Program presented by Kaiser Permanente offers bullying prevention curriculum designed for 1st through 3rd grade classrooms and encourages students to be a friend to others. A total of **1,236** students across **54** classrooms participated in the assembly-based program featuring Sharks staff, players and S.J. Sharkie during the year. On November 6, Sharks forward Anthony Duclair and S.J. Sharkie brought the assembly to Mt. Pleasant Elementary!



# READING IS COOL



Reading Is Cool (RIC) is a literacy program for Kindergarten through 5th grade classrooms in Northern California. During the 2023-24 season, RIC welcomed **23,225** students from **883** classrooms, who read a cumulative **54,179,716** pages. On March 23, the Sharks hosted Top Reader Night where 10 students across grades K-5th were selected to enjoy a VIP experience during the Sharks game for their outstanding literacy efforts throughout the Reading Is Cool program.



Stick to Fitness powered by Kaiser Permanente is a healthy living program for 4th through 6th grade classrooms that teaches students about the importance of healthy eating, physical fitness, and the basics of hockey program. During the 2023-24 season, **1,661** youth across **10** sites participated.



Future Goals powered by EverFi is a hockey-themed Science, Technology, Engineering & Math (STEM) program for 4th through 7th grade classrooms that uses real-world scenarios to teach STEM concepts in, and related to, the game of ice hockey. During the 2023-24, **1,860** students from **38** schools participated in the program.



Crib Club presented by Kaiser Permanente offers membership to babies born at participating Kaiser Permanente delivery centers: San Jose, Santa Clara and Santa Cruz/Watsonville. Each of the **15,000** babies born during the year received an invitation to join as the newest members of Sharks Territory. Crib Club total membership grew to **810** active families with kids under the age of three.



The FINatical Kids Club (FKC) is a complimentary association for our littlest Sharks fans ages 3-10, and offers members invitations to special events, access to digital Sharks player interviews, an in-season newsletter, a digital membership certificate, birthday card and more! This season the club inducted **516** new families into FKC.



The Bay Area All-Star Scholarship Team is a joint program with local professional sports teams to award \$5,000 scholarships to five high school seniors that have displayed academic excellence and a commitment to their community. The Sharks 2023-24 recipient was Franchesca Escobar of William C. Overfelt High School in East San Jose, a tri-sport athlete in cheerleading, wrestling, and swimming. At the end of her sophomore year, she suffered a severe concussion due to a swimming accident that stripped her of her ability to talk, read, and walk. Despite the injury she maintained an unweighted 4.0 GPA, continued to volunteer with social-justice platforms, and eventually jumped back into sports. Inspired by her achievements, Chegg partnered with the Sharks to match Escobar's scholarship, bringing the total to **\$10,000!** On March 11, S.J. Sharkie surprised her at school in front of her family and peers with news of the award and a custom jersey!



# S.J. SHARKIE

S.J. Sharkie, the official mascot of the Sharks, represents the team throughout Sharks Territory and beyond, bringing smiles and fun to fans and the community. S.J. Sharkie is a strong symbol of the organization, making connections from assisting in non-profit fundraising, to firing up students at local schools, or popping in digitally to surprise a fan at home. Sharkie brings a unique style and energy to any occasion, while expanding the Sharks brand and our Teal Together mantra. In an effort to assist the needs of our community, Sharkie committed to **350+** appearances during the 2023-24 season with **175** of the events having a philanthropic connection.

**SCHOOL VISITS:** S.J. Sharkie went to **50** Bay Area schools to promote literacy, STEM education, healthy living, physical fitness, and to teach youth the game of street hockey.

**CHARITY EVENTS:** S.J. Sharkie donated more than **700** hours of digital and in-person appearances to various non-profit organizations.

In addition to community and paid appearances, S.J. Sharkie provides services such as in-seat visits, video shoutouts, hosts digital events, and runs the Name in Lights scoreboard message program. To learn more about S.J. Sharkie [click here](#).





# SHARKS & BARRACUDA STREET TEAM

PRESENTED BY *Coca-Cola*



The Sharks and Barracuda Street Team presented by Coca-Cola actively participates year-round in community events throughout the Bay Area. They bring unique interactive activities to events and aim to reach new audiences on a grassroots level.

During the 2023-24 season, the Street Team assisted in fundraisers, added increased value to fairs, festivals, and community resource events, and kept fans active with healthy living and street hockey celebrations. The team brought hockey and family-friendly activities to **36** events and reached more than **184,000** individuals.

To learn more about the Street Team and their services, or to request a visit from the crew, [click here.](#)





# BARRACUDA

## IN THE COMMUNITY

With a growing focus on community, the Barracuda Community Relations team worked hard during the 2023-24 season to assist local youth, including donating nearly **3,200** stuffed animals to Working Partnerships USA and aiding St. Jude's. From supporting Jr. Sharks programs to hosting more than **2,700** students at a game for Cuda Classroom Day, the Barracuda brought hockey to its youngest generation of fans. Additionally, the Barracuda launched an alternate identity, Tigres Del Mar, to honor and recognize the deep Hispanic and Latinx cultural roots within the San Jose Community.



On March 20, the Barracuda hosted **2,768** youth and chaperones for their annual Cuda Classroom Day at Tech CU Arena. While students watched the game, they were provided interactive workbook with hockey-based questions to relate STEM concepts to the play on the ice.



The Kid Zone presented by Children's Discovery Museum is a family-friendly area of Tech CU Arena that provides young fans with a place to be active and creative during Barracuda home games. The area features a Plink board, Frenzy Operation, corn hole, Connect 4, an arts and crafts spirit sign station, face painting, and more.

# NON-PROFITS SERVED



St. Jude Children's  
Research Hospital  
Finding cures. Saving children.



During the holiday season, Barracuda player Ethan Cardwell answered calls from Bay Country radio station to raise donations for St. Jude's Children's Research Hospital. Cardwell's participation assisted in **\$190,000** raised for St. Jude's.

## TICKETS



During the 2023-24 season, more than 1,000 tickets valued at **\$74,000** were donated to Vit Tix, a non-profit that provides tickets to veterans to reduce stress, strengthen family bonds, build life-long memories, and encourage service members and veterans to stay engaged with local communities.

An additional 1,000 tickets were donated throughout the season to San Jose community members via a variety of organizations including 10,000 Degrees, School of Arts & Culture, Sharks Reading is Cool program participants, and more, amounting in **\$30,000+** in donated ticket value.

## GOLF TOURNAMENT

The Barracuda hosted their second annual golf tournament in October benefiting HomeFirst. The non-profit is a leading provider of housing services, prevention, outreach, shelter, interim, and permanent housing programming for individuals who are housing insecure or unhoused in the Bay Area. Tournament fundraising efforts resulted in a **\$11,331** donation to HomeFirst.



## PUCKS AND PAWS

Pucks & Paws presented by Lagunitas provided tabling opportunities to multiple shelters and service dog-related organizations. Additionally, Animal Care Center hosted a pre-game, live adoption which resulted in two adoptions!



November  
Chuck-A-Puck  
Beneficiary:  
**\$545**



March Chuck-A-Puck  
Beneficiary:  
**\$445**

## MILITARY APPRECIATION

On February 23, the Barracuda hosted a Military Appreciation Night where \$2,800 in tickets were donated to CVMA- 33-9 and Monterey Bay Recruiting. Two Veterans from CVMA participated in the ceremonial puck drop following Monterey Bay Recruiting presenting the colors.



Chuck-A-Puck &  
Specialty Jersey  
Auction Beneficiary:  
**\$4,916**

## PINK IN THE RINK GAME



Chuck-A-Puck & Specialty Jersey Auction Beneficiary:  
**\$4,301**

## TEDDY BEAR TOSS GAME



Chuck-A-Puck & Specialty Jersey Auction Beneficiary:  
**\$14,250**



**+3,200**  
bears  
donated!

## TIGRES DEL MAR GAMES



Specialty Jersey  
Auction Beneficiary: **\$6,570**



**January 12** Calavera  
Donated by Emilio Cortez  
& C-A-P Beneficiary: **\$408**



**November 28** Calavera  
Donated by Emilio Cortez &  
Chuck-A-Puck Beneficiary: **\$545**



**March 2** Calavera  
Donated by Emilio Cortez &  
Chuck-A-Puck Beneficiary: **\$585**



# SHARKS ICE FACILITIES & HOCKEY PROGRAMS

The Sharks are proud to introduce the game of hockey to all who are interested, ensuring that hockey is for everyone. Through partnerships with local youth organizations and hockey teams, the Sharks organization offers a variety of programs at its family of ice facilities in San Jose, Fremont, and Oakland that reach players of all ages and skill levels. During the 2023-24 season, **489** hours of complimentary ice time were provided to non-profits and special needs groups.

## ONE STEP SHARKS

One Step Beyond, Inc. (OSBI) provides dynamic programs to individuals with intellectual and/or physical disabilities and their families so that they can achieve their goals and become fully participating members of their community. One of the non-profit's affiliate ice hockey teams, the One Step Sharks, is a group of 30+ athletes that practice at Sharks Ice San Jose. The Sharks provide the team with complimentary ice time for practices, and storage for their adaptive gear and equipment. In March, the Sharks Foundation provided OSBI with a **\$20,000** grant to purchase new gear which they were surprised with at the rink prior to a special practice where they took the ice with the Sharks full roster and coaching staff.



## SAN JOSE SHARKS SPECIAL HOCKEY

The San Jose Sharks Special Hockey team gives players with disabilities a platform to compete, make friends, and put their skills on display. Since 2016, Oakland Ice Center has been their home rink, providing free gear and ice time to the team. They compete in tournaments across the country and in local matches against other West Coast teams.



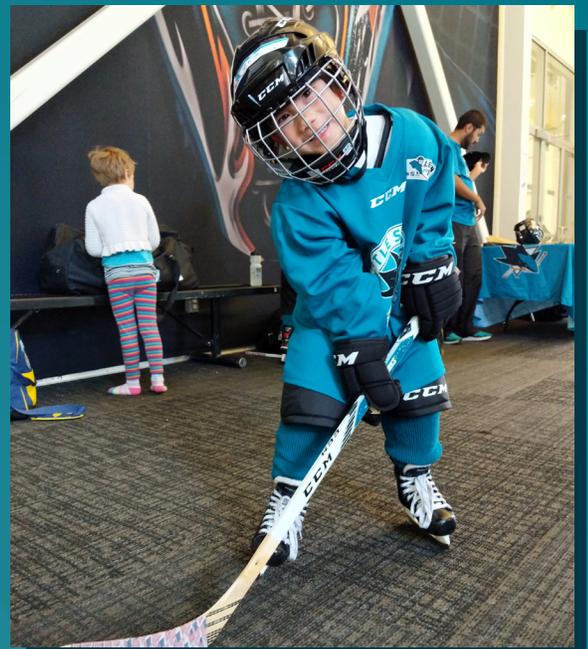
## GIRLS GIVE HOCKEY A TRY

Girls Give Hockey a Try is a complimentary ice session guided by Jr. Sharks volunteers and available to youth ages 5-12 who are interested in learning how to play ice hockey. The program provides female players with gear and guidance as they find joy in skating. During the 2023-24 season, **46** girls participated at Oakland Ice and **125** went through the program at Sharks Ice San Jose.



## LITTLE SHARKS LEARN TO PLAY

Learn to Play is designed for children ages 5-9 who have no prior hockey experience and are interested in picking up the sport through fun, age-appropriate lessons. During the 2023-24 season, **604** youth participated in eight sessions taking place at ten rinks throughout Northern California: Sharks Ice San Jose, Fremont Ice, Oakland Ice Center, Skatetown Ice Arena, Tri-Valley, Yerba Buena Ice Skating and Bowling Center, Cupertino Ice Center, Vacaville Ice Sports, Snoopy's Home Ice and South Lake Tahoe Ice Arena.



# COMMUNITY STAFF & FOUNDATION BOARD

## COMMUNITY TEAM



**Heather Hooper**  
Director, Social Impact



**Jenné Johnson**  
Senior Manager, Sharks Foundation



**Stephanie Dubin Combo**  
Manager, Community Relations



**Randi Emmons**  
Sharks Foundation Coordinator



**Kristen Berlo**  
Community Relations Coordinator



**Julianna Brennan**  
Sharks Foundation Assistant

## SHARKS FOUNDATION BOARD



**Doug Bentz**  
Chief Marketing Officer,  
Board President



**Malia Bates**  
Brand Marketing Manager



**Mary Edman**  
Manager, Partnership Marketing



**James Hamnett**  
Senior Director,  
Booking & Events



**Dan Rusanowsky**  
Radio Play-by-Play  
Broadcaster



**Neda Tabatabaie**  
Vice President,  
Business Intelligence



**Erin Tucci**  
UX Designer

### NOT PICTURED:

Greg Matthews, Senior Vice President, Chief Financial Officer, **Sharks Foundation Board Treasurer**,  
Cassie McBride, Senior Vice President, General Counsel, **Sharks Foundation Board Secretary**,  
Allison Covey, Partnership Development Manager, Oakland Ice Center,  
Glenn Martin, General Manager, Oakland Ice Center, and Brandon Weiss, Media Relations Coordinator

# YPB



YOUNG PROFESSIONALS BOARD

## YOUNG PROFESSIONALS BOARD

The Sharks Foundation's Young Professionals Board (YPB) is dedicated to supporting the Foundation's efforts to enhance the lives of youth and families in the community through engagement in Sharks Foundation activities, programs, and events.

### BOARD MEMBERS



Max Rothe  
Board Recreation Lead



Shayla Tran  
Board Secretary



Alex Bishka



Bela Cortwright



Cole Dengler



Milo Fedane



Frances Giba



Megan Popovich

Hours dedicated to the community:

# 492

### 2023 SERVICE EVENT

On November 5, the YPB joined non-profit There With Care of the Bay Area to assemble care packages for parents who experienced unexpected extended hospital stays after giving birth. To watch the recap video [click here](#)



### 2024 CAPSTONE FUNDRAISER

On April 18, the YPB hosted a viewing of the Sharks last game of the season at Calder's Bar in Tech CU Arena. Fans could purchase food and drinks with a portion of sales going back to the Sharks Foundation and participate in a silent auction also benefiting the Foundation.



# THANK YOU

Each year, the work of the Sharks Community team is supported by corporate partners, donors, volunteers, fans, board members, executives, and ownership. Our impact in the Bay Area is made possible by their unwavering interest in bringing our community together. Thank you to everyone for your commitment to making a positive difference in the community!

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## MORE INFORMATION & COMMUNITY RESOURCES

[2023-24 Community Recap Video](#)

[SJSharks.com/Community](https://SJSharks.com/Community)

[SharksFoundation.org](https://SharksFoundation.org)

[SJSharkie.com](https://SJSharkie.com)

[SJBarracuda.com](https://SJBarracuda.com)

[SharksIce.com](https://SharksIce.com)

## DONATE TO THE SHARKS FOUNDATION

All monetary donations are used to fund the Foundation's Community Assist Grant Cycle Program and various community projects. Donations are tax deductible and accepted via check or credit card through the Sharks Foundation's [PayPal Giving Fund](#). The Foundation also accepts in-kind donations for auctions and fundraisers. To donate in-kind items, email [SharksFoundation@SharksFoundation.org](mailto:SharksFoundation@SharksFoundation.org).

## IN-KIND DONATIONS

The Sharks offer in-kind donation items to non-profit organizations that serve youth and families in the Bay Area. To view the in-kind donation criteria or submit a request, visit [www.SJSharks.com/DonationRequests](https://www.SJSharks.com/DonationRequests).

## S.J. SHARKIE COMMUNITY APPEARANCES

S.J. Sharkie offers in-community appearances. To view the criteria or submit a request, visit [www.SJSharkie.com/Appearances](https://www.SJSharkie.com/Appearances).

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