Meet the New Face of AMU Spirit: Jax

Athletics

September 04, 2026

A new era of AMU Athletics has arrived, and at the heart of this exciting transformation is Jax—the bold, determined face of Ave Maria University spirit. With a striking new look and unmistakable presence, Jax embodies the strength, faith, tradition, and competitive fire that define our university community. This dynamic rebrand captures the energy of our growing athletic programs while staying true to the Catholic mission that guides everything we do at AMU. Built with meaning and ready to compete, Jax represents more than just a mascot—he is a champion for Christ.

Every detail of Jax's design tells a story rooted in our university's heritage. His helmet proudly showcases Chancellor Tom Monaghan's rank as a Lance Corporal in the United States Marine Corps, honoring his military service and the virtues of discipline, courage, and perseverance that inspire our athletes. The distinctive AMU monogram adorns Jax's dog tags, connecting our athletic identity directly to the university we represent and the values we hold dear. With his spiked collar and unmistakable snarl, Jax means business—he's a fierce competitor who carries the heart and determination of every Gyrene who takes the field or court.

As AMU Athletics continues to grow and thrive, we invite our alumni community to be part of this exciting journey. One of the most rewarding ways to stay connected and support our student-athletes is by joining the Gyrene Booster Club. https://giving.avemaria.edu/booster/register With special discounted membership packages available for both football and basketball, you can choose the sport that speaks to your heart. Members enjoy VIP parking and seating at every home game, exclusive access to our hospitality tent throughout the season, and a delicious dinner buffet with two drinks at each event.

Whether you're cheering loudly from the stands, gathering with fellow alumni under the hospitality tent, or bringing your family to experience the excitement of AMU Athletics firsthand, the Gyrene Booster Club offers an exciting way to invest in the next generation of champions for Christ. Pick your team, select your package, and get in the game. Join us as we celebrate the bold new spirit of AMU Athletics and help lift up our student-athletes as they represent our faith, our university, and our community with excellence and pride.

Read online for photos and videos:

https://alumni.avemaria.edu/news/meet-the-new-face-of-amu-spirit-jax