

MARGARITAVILLE
The Coconut Telegraph
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Jimmy Buffett's Margaritaville Store, 500 Duval Street, Old Town Key West

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The Margaritaville Store is proud to donate \$1.00 from the sale of this T-shirt and pleased to participate in this effort. Please see page 5 for ordering information.



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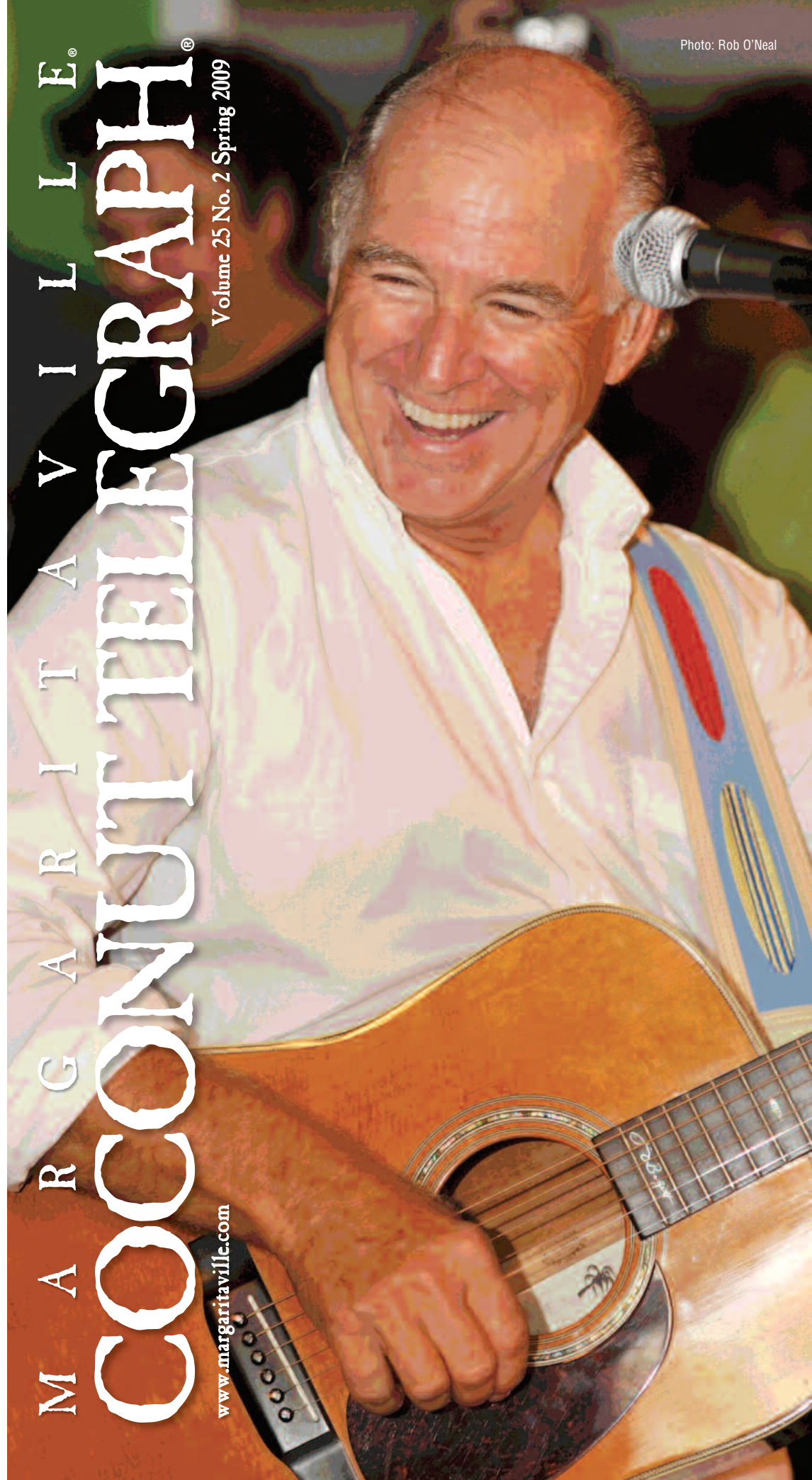


Photo: Rob O'Neal



JIMMY BUFFETT'S at the BEACHCOMBER NOW OPEN!

JIMMY BUFFETT'S NEWEST DESTINATION INTRODUCES A "LE'D BACK" ISLAND LIFESTYLE WITH GREAT FOOD, LIVE ENTERTAINMENT AND THE HAWAIIAN SURFING MUSEUM.



A celebration and traditional Hawaiian blessing marked the grand opening of Jimmy Buffett's at the Beachcomber in Waikiki on February 2, 2009. Reporting for Hawaii NBC affiliate KHNL, Leland Kim writes, The grand opening and a traditional Hawaiian blessing took place Monday morning at the Ohana Beachcomber Hotel in Waikiki. The 500 seat newly renovated restaurant celebrates the unique aspects of island lifestyle.

"Our brand really speaks to escapism and Waikiki really speaks to escapism," said Dan Leonard, president and chief operating officer of Margaritaville Management Group. "So there's kind of a nice marriage right there. Come to Waikiki to escape, to enjoy the beaches, the beautiful land, everything that has to do with it, and that's what our restaurant speaks to." Some of the unique touches include a molten lava table at the bar. The restaurant is part of the hotel's \$21 million renovation project. There will be live music every night featuring local musicians.



Photo: Kibru Senbetta



The restaurant celebrates the adventurous lifestyle of Jimmy Buffett and the captivating natural wonders of Hawaii. Local residents and travelers alike are welcome to carve out their own island adventure in our family friendly restaurant. Sip margaritas, Mai Tai's or signature Boat Drinks on the open-air Lanai, in the "Hot Spot Bar," a dramatic homage to the molten lava formation of the Hawaiian Islands; or kick back in one of the Ocean Wave booths inspired by the towering waves found on Oahu's North Shore. Each spot is a great place for you and your party to relax and dine from a tasty menu of regional cuisine, fresh seafood, steaks, burgers and chef's specialties.

Looking for some nighttime fun? Jimmy Buffett's at the Beachcomber has live nightly entertainment where local celebrity musicians and up-and-coming talents take the stage where the late Don Ho used to play. Cutting-edge technologies create images of majestic mountains, crashing waves, and beautiful outdoor sun-sets bringing the outdoors inside—an effect rivaled only by the bona-fide beauty of Waikiki Beach.

Aloha...

From the first time I rode a wave at Canoes on Waikiki I began to figure out how I could get back to Hawaii on a more regular basis to that One Particular Harbour. I'm not the first nor will I be the last traveler to do so, but now with the partnership of the great folks at Outrigger Hotels, I have realized my dream. I have had a long love affair with Hawaii and her people. Mark Twain called these "the loveliest fleet of islands anchored in any ocean" and I couldn't agree more. I have written many stories and songs inspired by my time in Hawaii and can't wait to see what the future holds in the land that is so far but yet so near.

Mahalo, Jimmy Buffett

NEXT ISSUE: *The Honolulu Surfing Museum, a celebration of the "royal sport" of surfing. You will enjoy checking out the premier collection of surfing artifacts, videos and surf-inspired items from Hawaii and around the world. Bring some friends and hang out a while, there's a bar in the museum so you can take in the beauty and history of the surfing culture while sipping on a Mai Tai or ice-cold beer*

A LOT TO DRINK ABOUT

On any given Thursday night in Key West, the spirited staff from Margaritaville don their domestic caps and assume the laid-back lifestyle that our island is known for; walking the beach, applauding the sunset, lounging poolside or in my case, hoping to hell I don't fall out of the hammock as I doze off... again.

But last Thursday was different, last Thursday was better, last Thursday the sun set a little slower, last Thursday Jimmy Buffett was in town.

We got the word on Wednesday and even though we were sworn to secrecy, by 8PM the following evening a throng of locals were choking the 500 block of Duval. I'm not sure how they all knew because I told my friends not to tell anyone. But no worries, this time there was a list, a VIP list I suppose you could say and we were all on it. This time Jimmy saw to it that the employees were in first, seated first, and had a drink in hand... first. Of course we had to pay for the drink(s) but being on the list is, at the risk of sounding cliché, priceless.

Jimmy had spent the week in CMA Musician of the Year Mac McAnally's Muscle Shoals recording studio working on new songs. The current state of the country prompted our troubled troubadour to take pen in hand and give his spin on the state of the union, noting in particular that we "have a lot to *drink* about." And since drinking was involved, what better place than Key West to premier the new song.

Key West's current living legend embodies the spirit of our islands infamous forerunners in the guise of shipwreck salvors, road weary writers and bar owners; it's safe to say that best-selling author Jimmy Buffett has certainly found treasure in Margaritaville. So he and Mac came into town on Lincoln's Birthday to share the new song, spend some time with old friends and favor the Margaritaville crew with Key West classics, the songs we know by heart.

Tryin' to reason with hurricane season while reminiscing over lost landmarks and cousins who've crossed over, Jimmy took us all on a nostalgia trip that I for one, at times, wish was one-way. The past is so pleasant, the memories so malleable, *the beer is too cold the daiquiris too fruitful*... but I digress. Jimmy played the good old songs for over an hour, recorded a video of "A Lot to Drink About" that is probably already on youtube, gave a heartfelt thanks to partners and supporters and then told the staff, "...you don't have to go to work tomorrow!"

The economy is in a bad way, my 401(K) took a hit, and the ATM machine down the street kept my card, but this is one night that I can truly say that it pays to work at Margaritaville. So despite Jimmy's verbal permission slip and the protestations of the morning shift, Friday morning its business as usual. And in our case, usual is pretty special.

See A Lot To Drink About video at
www.margaritaville.com



Photo: Rob O'Neal

SOLDIER STATE CHALLENGE



Photo: Stephen Blackwell

SOLDIER CHALLENGE

SUNSHINE STATE

Wounded Warrior is a nonprofit organization devoted to raising public awareness and support for soldiers severely injured in the current military conflicts around the world. Jimmy performed at a benefit concert for the organization several years ago and turned us on to their cause. Wounded warriors made their annual stop in Key West on Saturday, January 17 cycling down Duval Street past a throng of sign bearing, flag-waving Margaritians and local supporters.

Soldiers and volunteers were met with lengthy cheers and salutes from a Key West crowd anxiously assembled at Memorial Park in Truman Annex. The City of Key West recognizes the importance of the maritime industry in the area and has granted the USS Mohawk CGC Memorial Museum a slip at Memorial Park. This is a prestigious location for the floating ships that can be viewed from water and land, offering an enticement for locals and visitors alike to come onboard.

Local dignitaries, introduced by MCPO Lloyd Pierce welcomed the tired two-day tourists with plaques and pronouncements thanking them for their obvious sacrifices. Emotions ran surprisingly high among the grateful group, due not to the military or mayoral speeches, but rather in response to the young men and women seated on bicycles before us. Those bound to a code to "take the hit" so we don't have to. Soldiers driven not by politics, oil policy or religious convictions, but by the age old desire to serve. But they were not here for pity or reward, they were here for the same reason all visitors come to the Keys - to take a break from their lives and enjoy themselves.

A wide variety of bars and attractions offered their services to the gallant group, who took full advantage of the welcome, the weather and the wonderment that Key West has to offer - from fishing and sailing, beers and burgers, to Diva's and Drag Queens. We met up with the gang at the Margaritaville Cafe later that afternoon to meet with the soldiers on a more personal level, got to know some of their stories and their hopes and wishes for the future.

Former professional cyclist Saul Raisin joined the wounded veterans on this ride. Saul suffered a traumatic brain injury **TBI** in an accident during a race leading up to his first Tour de France. Saul is committed to raise awareness and hope for victims of TBI, considered to be the signature wound from the conflicts in Iraq and Afghanistan.

Another surprise guest joined the band of brothers Sunday morning. Jimmy Buffett passed the security checkpoint and shared breakfast with the group, bouncing from table to table like a groom at a wedding, posing for pictures and wearing out his Sharpie.

Volunteers told us how therapeutic this trip had been, that many of the men had not been so animated or alive in months. We are so proud to have been a part of it, so pleased that many others in town were involved, and so appreciative of the Soldier Ride organization for sharing their cause.



Wounded Warrior's Conquer Keys Bridge

Photo: Stephen Blackwell



Margaritaville Welcomes Soldier Ride

Photo: Curt Richter



Jimmy shares a meal and a moment

Photo: Stephen Blackwell



The design was submitted by Nancy Blauers, an artist whose works have graced the pages and products of the Coconut Telegraph for decades.

Nancy is the Senior Artist with Margaritaville Merchandising, where she greatly enjoys creating designs depicting the Margaritaville lifestyle for products such as dimensional sculptures, camp shirts and tee shirts for the Margaritaville stores.

www.blauersart.com

SOUTH CAROLINA PARROTHEAD PLATE

The Parrothead plate is available to the general public and has no special requirements for acquiring the plate. Proceeds from the plate will be used to support the Palmetto Chapter of the Alzheimer's Association and the Upstate SC Chapter of the Alzheimer's Association.

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