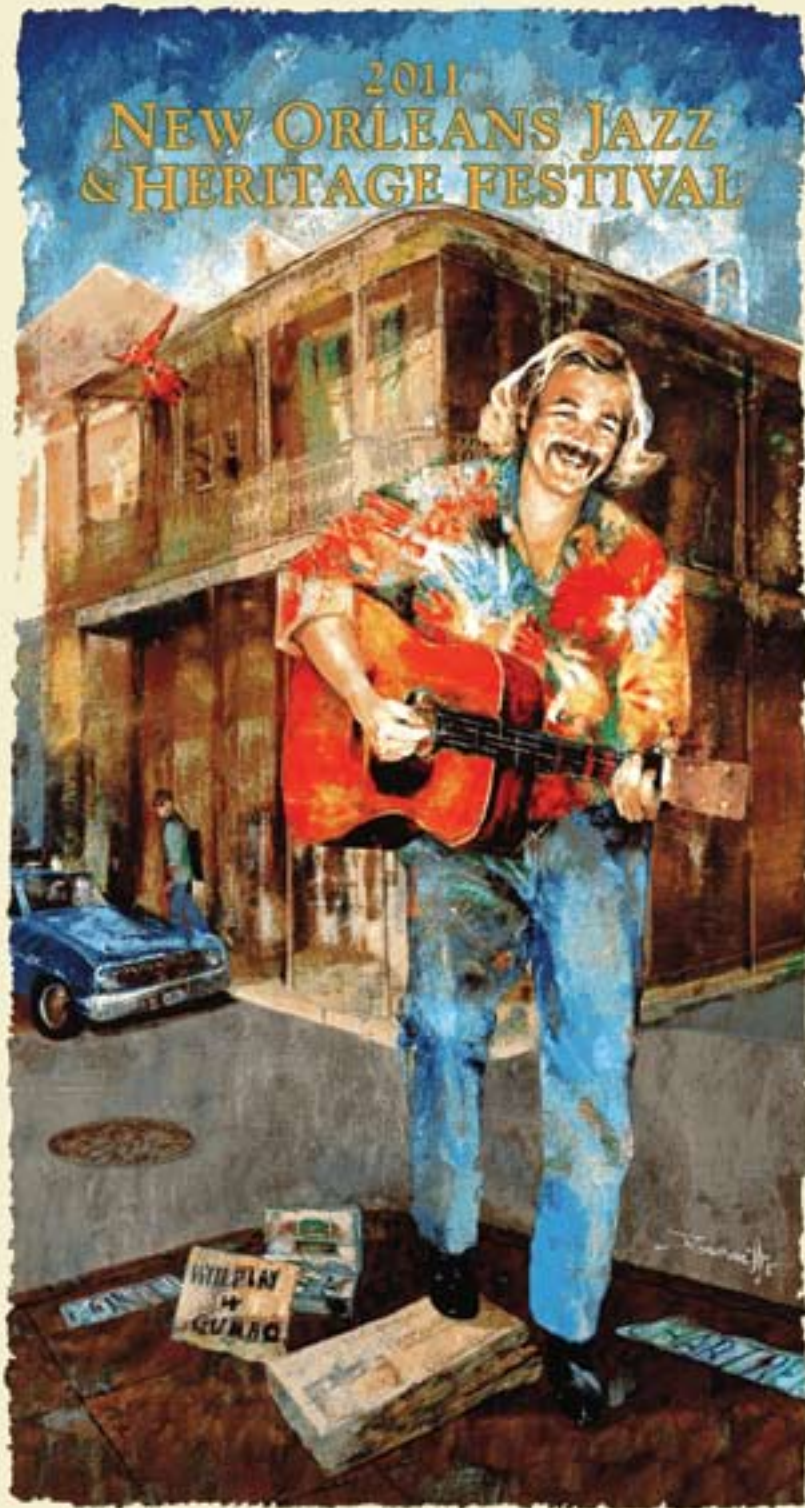


M A R G A R I T A V I L L E COCONUTTELEGRAPH®

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SUMMER 2011

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Jazz Fest 2011

Jimmy has appeared at the New Orleans Jazz & Heritage Festival many times over the years, joining Zachary Richard, Lenny Kravitz, the Neville Brothers, and countless others in scheduled and impromptu appearances. In an **A&E** “In Concert Series” Jimmy noted that, “I remember the scene from King Creole when Elvis comes down Bourbon Street and the crawfish lady’s singing. I knew at that point I wanted to go to New Orleans and I wanted to sing and live in New Orleans. And strangely enough it all wound up that way. I came here in 1966 the first time and have continued to play music here ever since. But a lot of people don’t know that I spent about four years working around here on Bourbon Street, everything from a barker to a musician.”

Jimmy appeared at the first post-Katrina Jazz Fest in 2006 and at that time sang the praises of the festival organizers for their courage and dedication, and of the Margaritaville employees for helping the cause as soon as they could. Margaritaville was one of the first businesses to reopen after Hurricane Katrina serving mainly relief workers and others tackling the cleanup in and around New Orleans.

In 2008 the We’re Still Here Tour, “we’re” still here - Jimmy, Margaritians and never-say-die New Orleans residents two and half years after a Category 5 hurricane overwhelmed the levies, flooding entire neighborhoods with muddy water and a murky future. “We’re” still here, 400,000 strong for Jazz Fest 2008, still here with Habitat for Humanity building Musician’s Village in the Ninth Ward, still here with social agencies such as BORN helping economically disadvantage citizens with life skills, and still here with athletic organizations both collegiate and professional struggling to help this tarnished city breathe in, breathe out and move on.

The rebuilding continues. In 2010 the New Orleans Saints won the Super Bowl. In 2012 the city will host college basketball’s Final Four. In 2013 NFL’s Super Bowl will be played in New Orleans.

But in 2011 they put Jimmy Buffett on the Jazz Fest poster.

Busking Out: Becoming Jimmy Buffett

By Garland Robinette

Emerging musicians have drifted to New Orleans from near and far for over a century, earning a living on its streets as they hone their craft – a practice called busking. And while jazz may be the big attraction, musical styles, like so many things, blur in the gumbo of New Orleans. Many such venturers [sic] go unnoticed, but all those who play here in their formative years invariably carry a dash of roux within them forever. That Jimmy Buffett released a tune called I Will Play for Gumbo in 1999 – more than three decades after he first came to New Orleans as a budding troubadour – proves the point.

If you ambled through the French Quarter in the mid-60s, you might have come upon an engaging longhaired college student from Poplarville, Mississippi with a beat-up guitar, a few chords and an old Ford. If you dropped some coins in his cigar box, you may have helped shape his sound.

As Jimmy recalls it, “On weekends I was out of Poplarville as fast as my Ford Falcon would take me. In those days, folk music was happening in New Orleans... New Orleans competed on the world stage at all levels... The Bayou Room was smack-dab in the heart of the Bourbon Street strip joints... The people who taught me as much about being a performer as anybody performed on that little stage... After the last show at the Bayou Room, I would make my way to Jackson Square with my gig bag and set up shop on the corner of Chartres and Conti. I will never, ever forget the first time someone actually dropped money into my cigar box and told me I was good. I would bang away till the wee hours of the morning, until my cuticles bled or there was no one listening. Then I would count my money, close up shop, and relax at the Morning Call with a cup of café au lait and an order of beignets...”

So pay attention as you walk the Quarter. You may witness the future and be blessed with an opportunity to shape it. If you do, linger a bit and throw some coins in the box. If you play your part, they’ll thrive and return your kindness a thousand-fold. To this day, Jimmy is a presence on the streets of New Orleans, at the CAC or attending a Saints game, in his Margaritaville Café and performing at Jazz Fest (and was early to commit to the post-Katrina 2006 Festival, clearing away uncertainty and inspiring others to join in its rebirth). Passing through means never leaving – and certainly not wasting away.

Garland Robinette is the artist responsible for the 2011 Jazz Fest poster, and was kind enough to allow us to reprint it on our cover. It is available at www.art4now.com

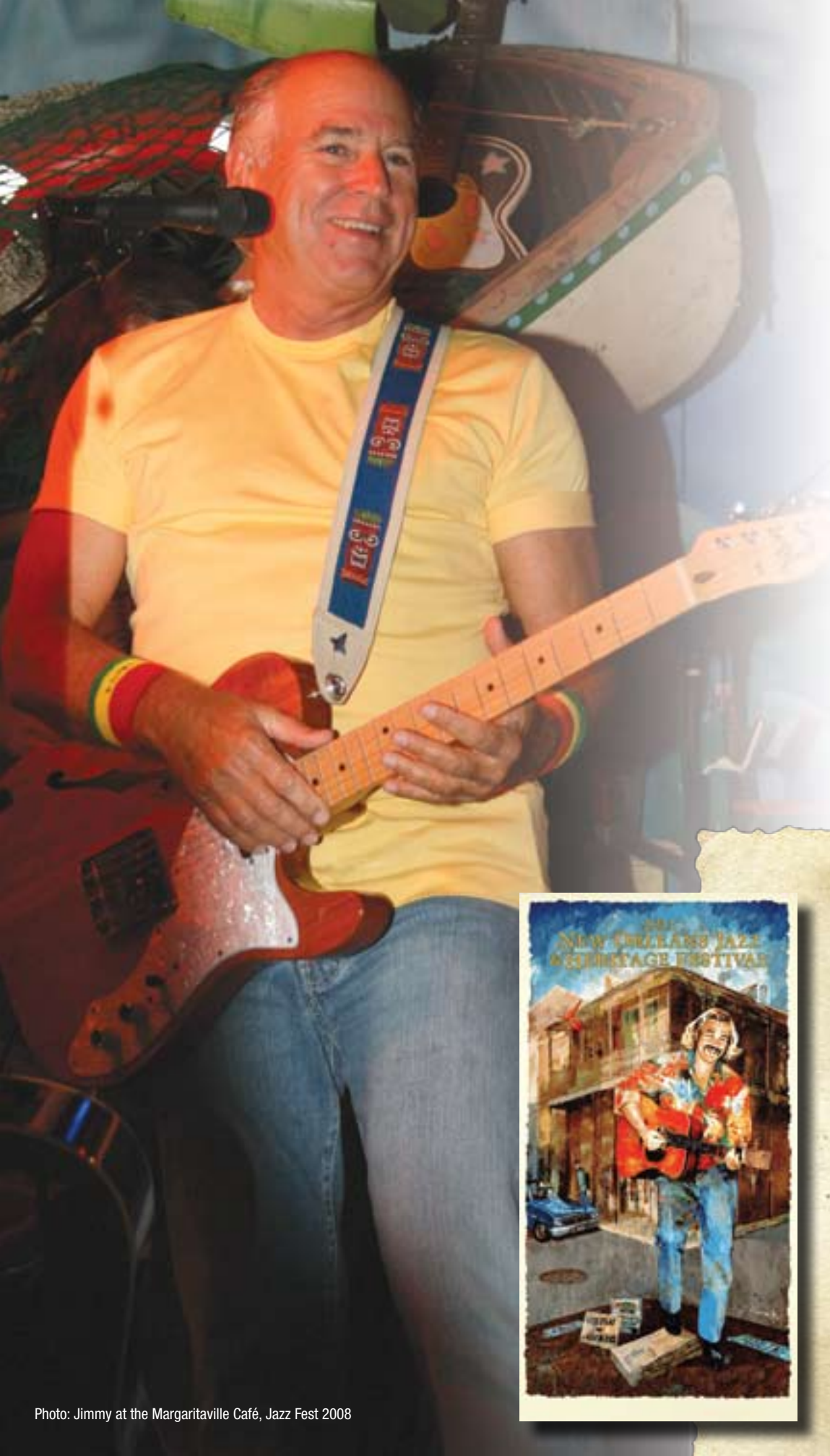


Photo: Jimmy at the Margaritaville Café, Jazz Fest 2008

Ilo Ferreira Gather People Together

In January 2007, on his way to Timbuktu, Jimmy Buffett stopped by Cape Verde to refuel his plane and to meet Cesária Évora, an internationally known singer that Jimmy admires from the island. Coincidentally, she is known as the Barefoot Diva because she performs *sans les chaussures* – sound familiar? Ilo happened to be performing at the time and got Jimmy's attention.

Ilo wasn't sure who Jimmy Buffett was, but he knew a song he learned to sing when he didn't understand a word he was singing about. A song written by Jimmy Buffett and Mike Utley, "La Vie Dansante". It took a few months, until Ilo found out that Jimmy had co-written the song. Although the strong Cape Verdean music influenced him during his childhood he also grew up listening to rock n'roll, country and world music. His father, Vlú, a great Cape Verdean musician and songwriter, contributed a lot to his music education. Since he was very young (6 years old) Ilo started drawing his first note on the guitar trying to reproduce what he heard from his father, playing guitar, and the rock n'roll records his father brought home.

As a singer/songwriter, Ilo tends to line up with Pop Rock, and country music styles. Today he's on the road with his American band and playing with Jimmy on his tour as a special guest. By his own words "... to be part of the Buffett family on the road is like a rock n'roll dream taking shape. The first show I did with Jimmy got me in front of 57 thousand people from day to night. The biggest crowd I had ever seen before was about 3 thousand. It's been a terrific experience for me to see how this world of rock n'roll works..." .

Gather People Together is Ilo's debut album. Recorded in Cape Verde, the Bahamas, Jamaica and the U.S., and accompanied by Coral Reefers Mac McAnally, Ralph MacDonald, Robert Greenidge, Peter Mayer, Jim Mayer and Jimmy himself. The CD includes a blend of English and Portuguese songs, plus the bonus video of the song *Mare*. **#7802, \$13.98**



Playing For Change

The Playing For Change Foundation is dedicated to connecting the world through music by providing resources to musicians and their communities around the world.

A decade ago a small group of documentary filmmakers set out with a dream to create a film rooted in the music of the streets. Not only has that dream been realized, it has blossomed into a global sensation called Playing For Change, a project including musicians of every level of renown, that has touched the lives of millions of people around the world.

While traveling the world filming and recording musicians, the crew became intimately involved with the music and people of each community they visited. Although many of these communities had limited resources and a modest standard of living, the people in them were full of generosity, warmth, and above all they were connected to each other by a common thread: music.

Out of these discoveries, the Playing For Change Foundation was born and made its mission to ensure that anyone with the desire to receive a music education would have the opportunity to do so. The Playing For Change Foundation is dedicated to the fundamental idea that peace and change are possible through the universal language of music.



Photo: Jeremy Goulder

Playing For Change performed at the Margaritaville Café in New Orleans during the 2011 Jazz Fest. The band includes; Mohammed Alidu (Djembe/Talking Drum/Percussion), Clarence Bekker (Vocals/Acoustic Guitar), Peter Bunetta (Drums), New Orleans street icon Grandpa Elliott (Vocals/Harmonica), Mermans Kenkosenki, (Vocals/Percussion), Louis Mhlanga (Electric Guitar), Jason Tamba, (Acoustic Guitar/Vocals), Titi Tsira (Vocals) among others.

For more information on the PFC Organization and how you can join the journey please visit www.playingforchange.com

A Land Shark Golf Towel
Terry velour 100% cotton construction. Measures approx 24" x 16" with combination grommet and carabineer hang system.
#44792 \$15.95

B Parrot Golf Cover
Playing a Round In Paradise Margaritaville embroidered on both sides of the plush Parrot with stuffed beak. 16" length (includes knit sleeve)
#41325 \$15.95

C One Particular Harbor Surf Sign
Black painted wood with colorful, heavy duty appliqué. Measures 24" L x 4" W. Intended for indoor use only.
#6320 \$22.95

D Chill In Paradise Golf Bag
Features include: water resistant, rip stop nylon/leather; top quality, riveted hardware; velour lined valuables pouch; 6 pockets in all – 7 way divider; rain rood; hip pad for max. comfort; single padded strap. Dimensions: 10: diameter at top, 25"H, 16"W at widest point. Weight: 7.7 lbs. This is a custom item that ships directly from the manufacturer. Normal shipping time is 3-4 weeks. Federal EXPRESS delivery not avail. A \$23.50 shipping charge will be applied to ship this oversized item separately. Delivery to physical address within the continental U.S. only. Personalization is limited to: 2 lines of up to 12 characters per line (includes spaces)
#6606 \$312.45



E Wastin' Away Tumbler
Bigger, 24oz tumbler by Tervis with Wastin' Away Again in Margaritaville emblem. Take a Vacation from Condensation. Backed by lifetime Tervis Guarantee.
#5887 \$19.95 each

F Land Shark Pint Glass
16 oz glass with 2 sided print.
#5915 \$9.95 each

G Growing Older Tin Sign
12" x 12" metal sign with popular design.
#6582 \$19.95

H Palm Tree Cap
2-tone cap with Palm Tree screen print on bill. Margaritaville front embroidery and Key West embroidered on back. Moisture wicking sweatband with Velcro closure.
#6325 \$18.00

I No Problem Beach Towel
No Shirt, No Shoes... No Problem. How perfect for a beach towel. 100% cotton measures 32" x 64", with custom Margaritaville logo.
#40702 \$21.95

son of a son of a sailor.
Father's Day, June 19th.



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All T-Shirts are 100% cotton crew neck. Available only in colors shown.

- (A) Strollin' down A1A T'**
 "Strollin' down the Avenue that's known as A1A" on front with A1A sign on back. Bay Green.
 S #7010, M #7011,
 L #7012, XL #7013 \$21.95
 XXL #7014 \$22.95



- (B) Happy Van T'**
 Fins Surf Van parked at the beach. Distressed print, garment dyed. Red Sand
 S #6990, M #6991,
 L #6992, XL #6993 \$22.95
 XXL #6994 \$23.95
 3XL #6995 \$24.95



FRONT LEFT CHEST

- (C) My Pickup Truck T'**
 "My Pickup Gets Me Where I Please" Pocket tee with lyrics from Grapefruit Juicy Fruit. Garment dyed, Blue Jean.
 S #40527, M #40528,
 L #40529, XL #40530 \$24.95
 XXL #40531 \$25.95
 3XL #40532 \$26.95



FRONT LEFT CHEST

- (D) Cheeseburger Lyrics T'**
 Distressed print, garment washed. Yam
 M #7015, L #7016,
 XL #7017 \$22.95
 XXL #7018 \$23.95



FRONT LEFT CHEST

- (E) One Particular Harbour T'**
 Sailboat print in White.
 M #7006, L #7007,
 XL #7008 \$21.95
 XXL #7009 \$22.95



FRONT LEFT CHEST

- (F) Salt Shaker Adventures T'**
 Hit some of the hot spots like: Reggabilly Hill; Coconut Telegraph HQ; 5 O'clock Bar; Bank of Bad Habits; Jimmy's Fruitcake Bakery. Garment dyed, Blue Spruce
 M #6282, L #6283,
 XL #6284 \$22.95
 XXL #6285 \$23.95
 3XL #6286 \$24.95



FRONT LEFT POCKET

- (G) Taste for the Good Life T'**
 "I can't Live it no Other Way" Harbor Blue
 M #7021, L #7022,
 XL #7023 \$21.95
 XXL #7024 \$22.95
 3XL #7025 \$23.95



FRONT LEFT CHEST



FRONT LEFT CHEST

1-800-COCOTEL
 1-800-262-6835

Margaritaville Lawn Section

All T-Shirts are 100% cotton crew neck. Available only in colors shown.

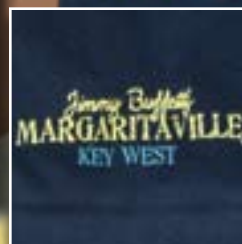
- (A) Southernmost Blender T**
"There's Booze in the Blender" Kelly Green
M #5991, L #5992, XL #5993 \$21.95
XXL #5994 \$22.95 3XL #5995 \$23.95
- (B) Conch Republic Tank Top**
Conch Republic, Southernmost City in the Continental
US White Tank Top
M #6867, L #6868, XL #6869 \$21.95
XXL #6870 \$22.95
- (C) Tropical Drink Lights**
Tropical Boat Drink String Lights alternate Blue, Green and Pink. Set of 10 lights - 8 foot length. For indoor and outdoor use.
#5791 \$16.95
- (D) Bar Exam Tank Top**
"Not Just a State of Mind"
Rules of Conduct: Warning-what happens during testing may be repeated"
Garment dyed tank top in Aloe Green.
M #6687, L #6688, XL #6689 \$21.95
XXL #6690 \$22.95
- (E) Ladies Coral Reefer T**
"I'm with the Band" Distressed print on a ladies classic cut Navy Blue Tee. Jimmy Buffett's Margaritaville Key West on sleeve. Perfect concert shirt.
S #6888, M #6889, L #6890, XL #6891 \$22.95
XXL #6892 \$23.95
- (F) Palm Tree Petey**
Get ready, set, Conga! Palm Tree Petey is ready for you to join the party. His bongos light up as he plays 'em and sings Jump In The Line (Shake Senora) Petey stands 13" tall and requires 3 AA batteries [included]. Battery compartment and On/Off switch on bottom.
#5792 \$27.95
- (G) Set of 50 Coasters**
"Drink More Feel Better" Set of 50 (assorted colors) cardboard coasters.
#8092 \$5.95
- (H) Landshark Opener**
Surfboard shaped metal bottle opener with magnet. Measures approx. 6".
#44691 \$9.95
- (I) Parrot Head Foam Hat**
Foam Parrot Head Hat with printing on both sides. One size fits most.
#6087 \$9.95
- (J) Tropical FUNglasses**
Novelty sunglasses with glitter Palm Tree and Parrot.
#4849 \$12.95



FRONT LEFT CHEST



FRONT LEFT CHEST



LEFT SLEEVE



All T-Shirts are 100% cotton crew neck.
Available only in colors shown.

(I) Key West Ladies Tank
The Original
Ladies rib knit tank top with distressed print,
100% cotton. White
S #44863, M #44864, L #44865,
XL #44866 \$21.95

(B) Flip Flop Wine Charms
A fun and stylish way to identify your guest
glasses. Set of 6 assorted Flip Flop designs,
2" high. Boxed
#5794 \$9.95

(C) Tropical Cover Up
Oops! I bought another pair of Flip Flops
100% Cotton Cover Up fits the beach, the pool or
the living room sofa, and most women. Artwork is
silk screened on a 100% cotton oversized T' Fits
sizes 6-18. Comes packaged in a matching 100%
cotton drawstring bag, both Pink.
#6352 \$26.95

(D) Ladies V-Neck T'
All over print with deep Vneck. Classic cut
S #6468, M #6469, L #6470, XL #6471 \$29.95

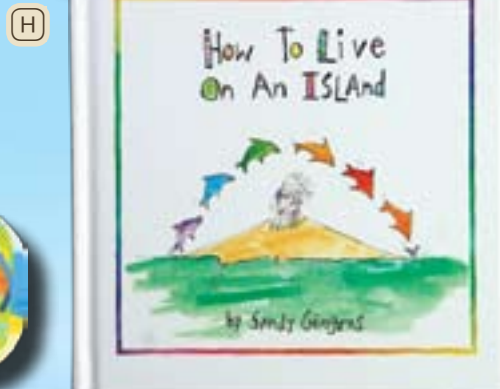
(E) Margaritaville Canvas Bag
Colorful Margaritaville print on a heavy duty
natural canvas bag with black trim.
Dimensions: 12"H x 13"W x 5"D
#6318 \$21.95

(F) Peace Cap
"destroyed bill" with distressed screen print
Peace Love Margaritas smaller Margaritaville
is embroidered. Grey cap with contrasting white
stitching, moisture wicking sweatband. Velcro
closure.
#6324 \$18.00

(G) Flip Flop Glass Case
Perfect for eyeglasses, sunglasses or reading
glasses! Cloth covered hard case, flip open and
inside is a coordinated eye glass cleaning cloth.
#5908 \$12.95

(H) How to Live On an Island
We often need How To books to remind us of
what we already know. Maybe that's why we
need islands too - to remember ourselves. To
remember how tenuous and miraculous we are...
how we're out to sea, surrounded by horizons...
how we're, at once, fragile and possible.
Hardcover book measures 6"x 6".
#6336 \$11.95

(I) Margaritaville Note Card Set
4 designs - 12 cards, packaged in collectible tin
box. Card size 4" x 6"
#44796 WAS \$20.00 NOW \$12.99



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2011 Tour Welcome To Finland

| | | |
|-----------|------------------------------------|--------------------|
| May 21 | Pizza Hut Park | Frisco, TX |
| May 24 | Aaron's Amphitheatre at Lakewood | Atlanta, GA |
| May 26 | Farm Bureau Live At Virginia Beach | Virginia Beach, VA |
| May 28 | Bridgestone Arena | Nashville, TN |
| June 18 | Comcast Center | Mansfield, MA |
| June 21 | First Niagara Pavilion | Pittsburgh, PA |
| June 23 | Susquehanna Bank Center | Camden, NJ |
| June 25 | Alpine Valley Music Theatre | East Troy, WI |
| July 16 | Molson Canadian Amphitheatre | Toronto, Ontario |
| July 19 | Blossom Music Center | Cleveland, OH |
| July 21 | DTE Energy Music Theatre | Detroit, MI |
| July 23 | Toyota Park | Chicago, IL |
| August 19 | Nikon At Jones Beach Theatre | New York, NY |
| August 23 | Riverbend Music Center | Cincinnati, OH |
| August 25 | Verizon Wireless Music Center | Indianapolis, IN |
| August 27 | Jiffy Lube Live | Bristow, VA |
| Sept 26 | L'Olympia Hall | Paris, France |



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