



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

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LIVE!**

Margaritaville® Online™ is an everyday escape to a tropical paradise inspired by Jimmy's songs, books and lifestyle. Live the island dream and sail the open seas, fish the flats, play carefree mini-games, customize your boat and oasis and more! Friends play and party in the islands for free in a stunningly immersive 3D virtual world on Facebook, iPad and iPhone, filled with margaritas, music and adventure.

Frank Marshall has spent decades as one of Hollywood's leading producers bringing movies like War Horse, Raiders of the Lost Ark and The Sixth Sense to theaters. Now he's stepped into the virtual realm as executive producer of the new THQ Facebook game Margaritaville Online with long-time friend Jimmy Buffett. Mr. Marshall tells the Hollywood Reporter, "Jimmy and I met over 30 years ago and we've been good friends ever since. We have a similar background and share a lot of the same interests. We've talked about movies, books, songs and just about anything you can think of.

I have always loved the world he's created and the fact that he really lives in it. Jimmy and I have been trying to do something together for years and when the idea of a Facebook game came along, it seemed like a natural. What people love about Jimmy Buffett is his lifestyle and the world he's created. Whenever the real world gets to be too much, you can escape to his world through this game, no matter where you are.

I remember playing Pong with my Dad back in the early days and then moved onto Raiders, and then really got hooked playing Asteroids with Steven (Spielberg). We even had Missile Command and Asteroids in our office. They were the pioneers of the game industry. It's incredible what's happened since then. You're still playing, but now you're also sharing. I thought we could do so much with Jimmy's fans, the tailgate parties, his music, concerts, restaurants, and all the other stuff he loves. We're crossing the virtual world with the real world, so it's really exciting." Check it out at [www.facebook.com/Margaritavilleonline](http://www.facebook.com/Margaritavilleonline)





The Child Mind Institute is dedicated to transforming mental health care for children everywhere. The organization is committed to finding more effective treatments for childhood psychiatric and learning disorders, building the science of healthy brain development, and empowering children and their families with the information they need to get help, hope, and answers

The Institute's Child Advocacy Award Dinner, held last December, honored Jane and Jimmy Buffett with the 2011 Child Advocacy Award. Hosted by Matt Lauer, co-anchor of NBC's "Today," the event celebrated the Child Mind Institute's remarkable accomplishments in its second year.

Caroline Miller writes in the Child Mind Blog, Brainstorm:

Last night was a pretty amazing one for the Child Mind Institute. Several hundred friends and supporters gathered to celebrate the fantastic strides kids with psychiatric and learning disorders can make when they get the right treatment, and to raise more than \$5 million to help more kids get the attention they need.

Matt Lauer, the evening's host, eloquently sang the praises of the evening's honorees, Jane and Jimmy Buffett, but happily he left the singing itself to Jimmy, who rocked the house with "Song for the Little Children" and "Volcano." In a video message Amy Poehler and Will Arnett toasted the Buffetts, who were receiving the Child Advocacy Award, saying they'd personally give them an award for "the best fake Southern accents for real New Yorkers, the best collection of flip flops for a CEO," and for being "the coolest rich people on the planet." Getting slightly more serious, they noted that "wealth is measured by kindness and generosity," and on that score the Buffetts richly deserve the evening's honor.

For his part, Jimmy noted that the crowd was a little overdressed for one of his concerts, but if the night could be summed up by one moment, it was hundreds of people waving glow sticks to Jimmy's music, all rallied to a common cause.

The evening segued from mellow to moving as we watched a terrific video of parents and children talking about how their lives were turned around when they got treatment for psychiatric and learning disorders.

"In the United States alone, more than 15 million children suffer from psychiatric disorders, and more than half will never get help; we have to change that," said Dr. Koplewicz. "Last night, a remarkable investment was made in improving and extending care, and in the science that will lead to breakthrough treatments. We are so grateful to our generous supporters, to Jane and Jimmy, and to everyone who made the second year at the Child Mind Institute a tremendous success."

Eric Kandel, the Nobel Prize-winning neuroscientist, was awarded the Child Mind Institute Distinguished Scientist Award for his life's work in the biological, chemical, and physiological bases of brain functions like learning and memory. Dr. Kandel spoke memorably about the amazing plasticity of a child's brain: "One can think of no greater wonder in nature than the mind of a child. It's a creativity machine. It's a learning machine. It's absolutely extraordinary what the mind of a child takes in and how plastic it is." Because so many psychiatric illnesses start in childhood, he concluded, "research in mental health of children is one of the most important tasks facing society."

*"The Child Mind Institute dares to imagine a world where no child suffers from mental illness," said Jimmy Buffett. "Jane and I are honored to be a part of these bold efforts to make a difference for the future of all of our kids."*

[www.childmind.org](http://www.childmind.org)



## Mac McAnally Live In Muscle Shoals

If Mac McAnally never sang or played another note of music, his place in music history is more than assured. Writer, producer, vocalist, multi-instrumentalist and all around musical sage, Mac has seen and done it all. Now he is back once again with a new and energizing album – Live in Muscle Shoals.

Who is Mac McAnally? Mac is a singer, songwriter, producer, session player, publisher, band member, studio owner, comic, story teller, and obviously a man of tireless energy! Mac has recorded 10 studio albums all on major record labels. He's enjoyed success on the country charts as well as the pop charts. Mac has produced a number of artists, including Jimmy Buffett, Ricky Skaggs and Sawyer Brown. And, his guitar work and harmony vocals can be heard on albums by such luminaries as Hank Williams Jr., Vince Gill, Billy Joel, Linda Ronstadt, Nanci Griffith, Lyle Lovett and numerous others. In 2007, McAnally was inducted into the Nashville Songwriters Hall of Fame. The following year, the Mississippi Musicians Hall of Fame followed suit, while the Country Music Association named him Musician of the Year for the last 4 years in a row. Of course, most Mailboat followers also know that Mac is a member of the Coral Reefers!

On his website, [www.macmcannally.com](http://www.macmcannally.com) Jeff Vrabel from Charleston City Paper writes, "McAnally has been front and center with Buffett's Coral Reefer Band since the early 1990s, serving as backup singer, guitarist, and on-stage foil. He's also penned a host of songs for the head Parrothead, including "License to Chill," "It's My Job," "Coast of Carolina," "Last Man Standing" and more. As a very tall dude with a massive mane of red hair and thick Southern baritone, he seems less eager to hit the beach with a surfboard than to search for barbecue with a very large truck.

"I don't know that I'm the best songwriter, but for whatever reason, things come out fairly well formed," McAnally says. "Honestly, until six albums in, I never wrote things down. My premise was always, 'If I couldn't remember it, I didn't have the right to inflict it on the public,' and that saved me pretty well for a while."

Writing is still a joy for McAnally, if a slightly trickier one. "The nature of writing in music is that there's only 12 notes, and after you've been doing it for 10 or 20 years, the things that are most urgent and most natural occur to you," he says. "You have to tip-toe through a minefield of your own. You can't write 'It's My Job: The Sequel.' So you have to sort of unnaturally avoid what you've naturally said.

Much of what he's said and sung over those years are collected on the live record Live in Muscle Shoals, which he released last year on Buffett's Mailboat label. It's a document of his performance at that year's W.C. Handy Festival in his Alabama homeland and a CD heavy on McAnally's penchant for story-spinning. The album is something he's been wanting to do for years, but never got around to — partly, he says, because of the amount of time he'd have to spend listening to himself, and partly because he's been busy with work."

Recorded last year at a show for the famed WC Handy Music Festival, "Live In Muscle Shoals" represents a retrospective of Mac's multi-faceted career. An artist, songwriter, producer and 3-time CMA Musician of the Year, the album boasts 18 tracks along with Mac's great storytelling of where the songs came from and fun anecdotes. From his first major crossover hit as an artist with "It's A Crazy World" to songs he has written like "Down the Road," his duet with Kenny Chesney which was a #1 hit and as a bonus, a great rendition of "Heard It Through The Grapevine," the album gives insight into the many talents of Mac McAnally.

**Please see order form to purchase Mac McAnally, Live In Muscle Shoals.**



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