

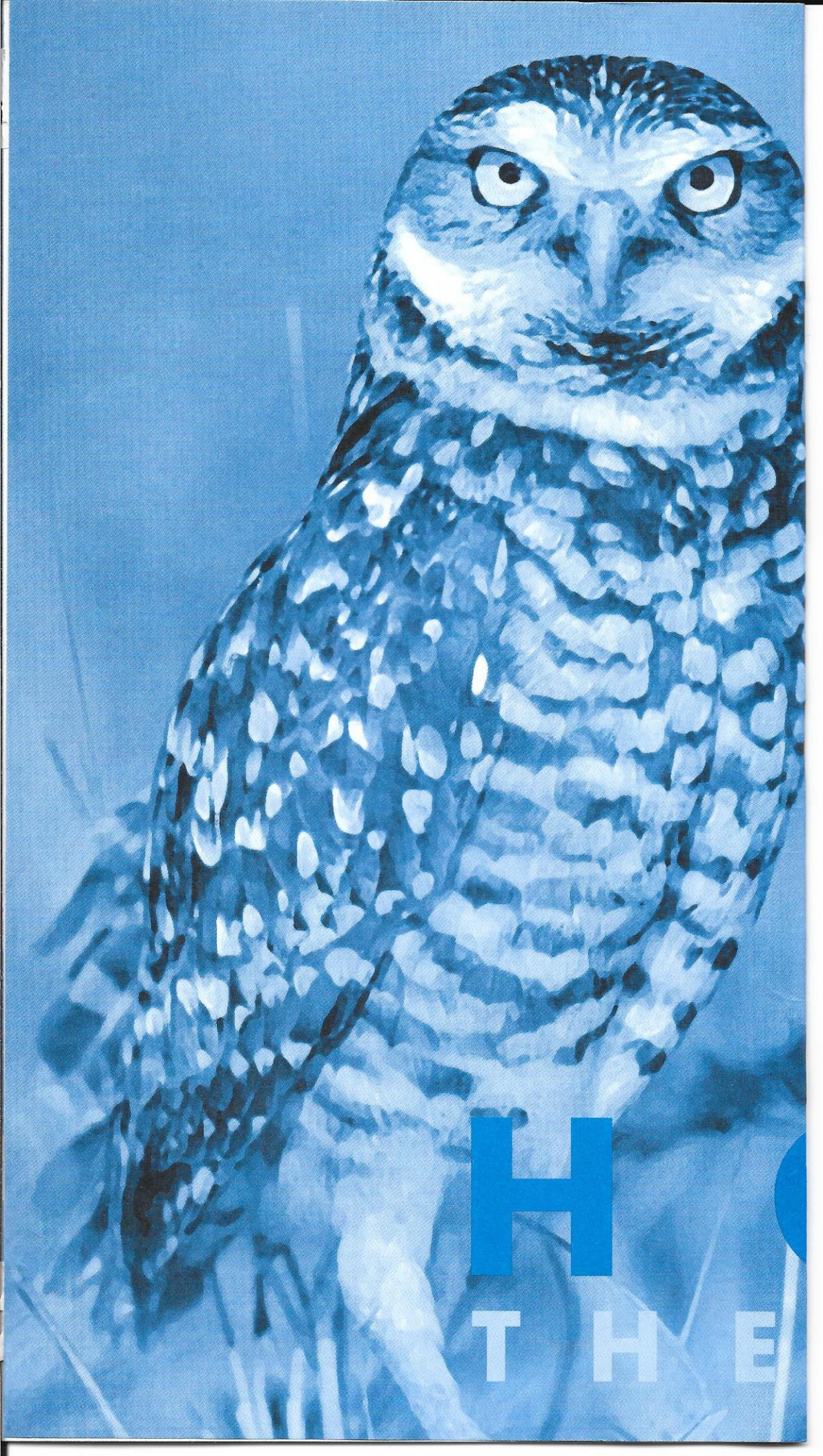
HOOOT
ISSUE

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COMMUNITY MILEGRAPHS

www.margaritaville.com





H

T H E

Roy Eberhardt is the new kid--again. This time around it's Trace Middle School in humid Coconut Cove, Florida. But it's still the same old routine: table by himself at lunch, no real friends, and thick-headed bullies like Dana Matherson pushing him around. But if it wasn't for Dana Matherson mashing his face against the school bus window that one day, he might never have seen the tow-headed running boy. And if he had never seen the running boy, he might never have met tall, tough, bully-beating Beatrice. And if he had never met Beatrice, he might never have discovered the burrowing owls living in the lot on the corner of East Oriole Avenue. And if he had never discovered the owls, he probably would have missed out on the adventure of a lifetime.



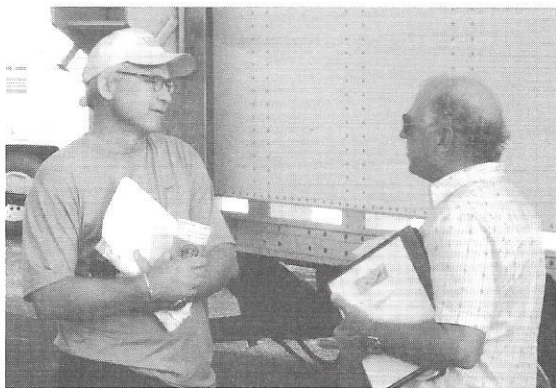
Apparently, bullies do serve a greater purpose in the scope of the universe. Because if it wasn't for Dana Matherson.... In his first novel for a younger audience, Carl Hiaasen plunges readers right into the middle of an ecological mystery, made up of endangered miniature owls, the Mother Paula's All-American Pancake House scheduled to be built over their burrows, and the owls' unlikely allies--three middle school kids determined to beat the screwed-up adult system. Hiaasen's tongue is firmly in cheek as he successfully cuts his slapstick sense of humor down to kid-size

HOOT is the motion picture adaptation of Carl Hiaasen's Newbery Honor-winning family bestseller. The movie revolves around a Montana boy, Roy Eberhardt, who moves to Florida and unearths a disturbing threat to a local population of endangered owls. Determined to protect his new environment, Roy and two other middle-schoolers take on corrupt politicians and clueless cops in their attempt to prevent the adults from making a big mistake. Packed with improbable plot twists, quirky characters, and offbeat humor, the mystery-adventure is classic Carl Hiaasen.

The film marks the big screen directorial debut of veteran TV host, director, actor and comedian Will Shriner, who also adapted the screenplay. His

O O T M O V I E

involvement followed a sit down with Jimmy and author Carl Hiaasen. Jimmy had obtained the film rights to the book and asked Shriner how they could get the movie made. Shriner replied he would write it if he could direct it and an agreement was made. Frank Marshall produces along with singer/songwriter/author Jimmy Buffett, who also marks his debut on the film as a movie producer and will provide original music for the film.



Logan Lerman stars as Roy, the Montana transplant whose valiant efforts to protect the environment endears him to his new Florida schoolmates. Luke Wilson also

Jimmy with HOOT director Wil Shriner

toplines the cast as Officer David Delinko, the earnest, but clueless, local Coconut Cove cop investigating some mysterious, unusual incidents at the proposed construction site. Brie Larson is Beatrice, the scrappy fellow 8th grader who embraces Roy's assistance in saving the owls, and Cody Linley as Mullet Fingers, the vagrant runaway who spearheads the kids' attempt to foil the restaurant's groundbreaking plans.

Much of the movie was shot in the July heat of Ft. Lauderdale and I was fortunate enough to visit the set on one particularly steamy afternoon. Chaminade Madonna Prep School in Hollywood, FL, portrayed the fictional Trace Middle School, and Jimmy Buffett portrayed the fictional Mr. Ryan. According to the script, Mr. Ryan was a, "60's throwback" biology teacher and Jimmy fit the part perfectly. Casual and comfortable in the classroom, just like that one teacher we all seem to remember, the laid back Mr. Ryan welcomed Roy to Trace Middle School.

The scene was much like backstage at a Buffett concert; the sound guys, the lighting guys, a bunch of other guys and a lot of good food. Seemingly endless shoots and re-shoots - same scene different angle, same scene with one character close up, same scene many characters. Light and set marks using stand-ins, then bring in the pros.

Jimmy had arrived early that morning and headed straight to the make-up trailer. Several stylists fussed over him for a few minutes, transforming a new found movie producer into a "Jimmy Buffett-esque" character. Randa Squillacote was charged with coiffing Mr Ryan. I met Randa and her cohorts later in the lunch tent and while I was intrigued with their movie careers, they seemed more interested in talking about Margaritaville. "I really like New Orleans," or "I worked on a movie in Ocho Rios for 7

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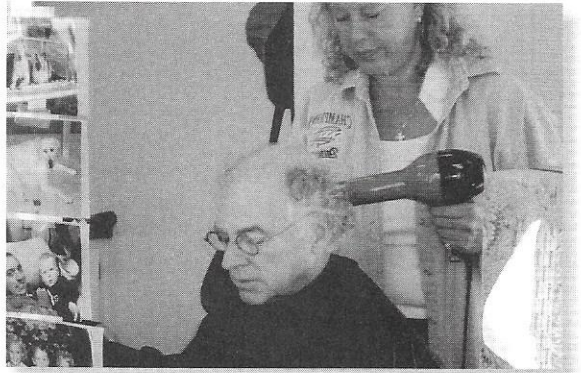
months and went to Margaritaville all the time." Randa is very popular on the set. It sounds cliché, but movie crews do develop a familial relationship, a bond forged in battle so to speak. She's worked with many actors over the years, from television to cable to movie productions. Lunch was over way too soon and it was back to the set.

Scene 99 places Jimmy in the classroom. I'm looking over the shoulder of Walter Anderson, a sound guy with a resume as long as he is tall. He is charged with recording the audio which will be meshed with the video in post production along with the myriad of background noises that bring realism to the movie. Walter explained that typically 3 minutes of the film will result from a 12 hour day (8 hours for the kids). Believe it or not, each take is unique and it takes many bricks to build a wall.

Carl Hiaasen visited the set that day, and he, Jimmy and director Wil Shriner huddled together working on script changes. Having Jimmy and Carl Hiaasen collaborating on south Florida dialogue, is like having Donald Trump as your real estate agent - they know what they're talking about. "The people making **HOOT** have a very active educational division of their studio," Carl Hiaasen told Teaching Magazine, "and they're going to do a lot of interactive stuff with students in classes and certain schools where they'll have advance screenings of the movie -- along with teaching aids and the book."

Walden Media is working with educational and after school outreach programs to promote the movie and the message to 5th -8th grade students and teachers, librarians and parents. "We are raising the first generation of children to grow up without meaningful contact with the natural world.

With **HOOT** we will seek to recapture that innocence and first discovery of nature and rekindle the spirit of action through community service through a literacy and conservation youth services program." Through partnerships with the National Wildlife Federation utilizing posters, feature articles, educational guides and an online newsletter, millions will



Randa Squillacote "transforming" Jimmy

be exposed to the overall message of the project - get involved with your community, get involved with nature, and get involved with your friends.

HOOT is a co-venture between Walden Media and New Line Cinema which will distribute the film. For more photos, background story and to view a trailer, please visit www.walden.com.

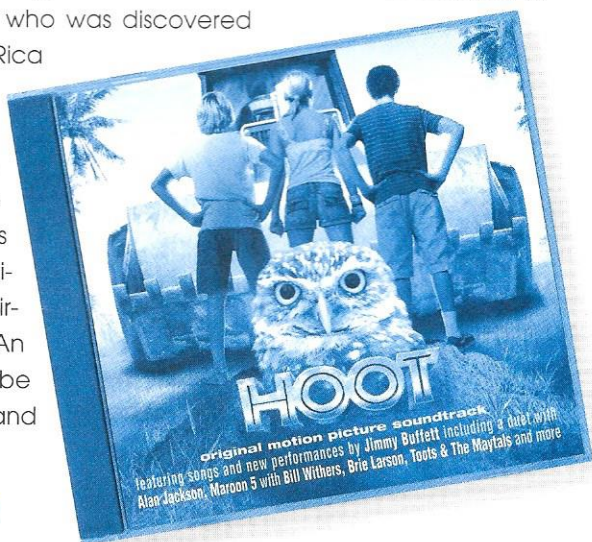
O O T
M O V I E

HOOT, the film version of Florida author Carl Hiaasen's Newbery Honor-winning novel, will be out May 5. Filmed in Florida last summer, the mystery adventure revolves around a Montana boy who moves to Florida and unearths a disturbing threat to a local population of endangered owls. Determined to protect his new environment, the boy and his friends fight to prevent the adults from making a big mistake. Three middle-schoolers take on greedy land developers, corrupt politicians, and clueless cops. With surprising plot twists, quirky characters, and offbeat humor, **HOOT** is a classic story everyone will enjoy.

The movie's soundtrack is scheduled to be released on Jimmy Buffett's Mailboat Records. This musical mélange represents a wide variety of tastes and styles; from rock to reggae, funk and blues, and hip hop to pop. Jimmy recorded five songs for the CD, including a duet with Alan Jackson of the classic hit, "Barefootin'" as well as some great covers: Warren Zevon's "Werewolves Of London" and Bruce Cockburn's "Wondering Where The Lions Are," a new reggae version of his own "Floridays" and an original song "Good Guys Win," written especially for the movie by long time Buffett songwriting partners, Coral Reefers Mac McAnally and Roger Guth.

The legendary Toots and the Maytals appear, as do Grammy nominated Maroon 5 performing a cover of Bill Withers' "Lovely Day" with the soulful songwriter on background vocals. G Love adds hip hop blues to this eclectic collection, and Brie Larson, who stars as Beatrice in the movie contributes a catchy pop tune written specifically for the film called "Coming Around." The soundtrack also features Ry Cuming, a young Australian artist who was discovered

while surfing the breaks of Costa Rica and a previously recorded track from Mofro - a great new "front porch soul" band from Northern Florida. Coral Reefer band members are featured on the movie's score as are slide guitarist extraordinaire Sonny Landreth and ukulele virtuoso Jake Shimabukuro. An enhanced video portion will be included with footage of Jimmy and the owls.



HOOT SOUNDTRACK #18134 \$18.95

WONDERING WHERE THE LIONS ARE Jimmy Buffett **FLORIDA** Mofro
BAREFOOTIN' Jimmy Buffett & Alan Jackson **BACK OF THE BUS** G. Love
COMING AROUND Brie Larson **LET YOUR SPIRIT FLY** Ry Cuming
WEREWOLVES OF LONDON Jimmy Buffett **FLORIDAYS** Jimmy Buffett
FUNKY KINGSTON Toots & the Maytals **GOOD GUYS WIN** Jimmy Buffett
LOVELY DAY Maroon 5 & Bill Withers **HAPPY ENDING** (original score)

H O O T
S O U N D T R A C K

Jimmy Buffett's MARGARITAVILLE

S · T · O · R · E

CUSTOM MARGARITAVILLE BRACELET

Moretti Glass Lampwork beads, Swarovski Crystals and Sterling Silver charms complete this tropical bracelet created exclusively for Margaritaville. Charms include; conch shell, dolphin, flip-flop, palm tree and sunglasses. Perfect gift for the special person in your life, be ready for Mothers Day!

Bracelet length 7", inside diameter 6". Individually boxed.

#13213 \$90.00



CARIBBEAN PARTY CD

Due to the popularity of Caribbean Christmas, we have brought you the summer version. Enjoy your favorite Calypso and Reggae instruments playing such great hits as: Hot, Hot, Hot, One Love, Brown Eyed Girl and of course Margaritaville, among others.

Let it take you away where life is good and the party never ends!

Approximate running time 46 minutes.

#18044 \$11.99

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

A Down Island Outfitters Pocket T'

"I've got to stop wishin, got to go fishin'..."
Distressed print M #18065, L #18066,
XL #18067 \$17.95 XXL #18068 \$18.95

B New PFin's T'

Fresh updated version.
M #18061, L #18062, XL #18063 \$16.95
XXL #18064 \$17.95

C Margaritaville Boot Camp T'

Ash Grey/Navy Blue Ringer tee.
S #18083, M #18084, L #18085, XL #18086
\$17.95

D The Original Margaritaville T'

Generous cut.
S #18031, M #18032, L #18033, XL #18034
\$16.95

E Margaritaville Republic T'

Distressed print. In plenty of time for
Memorial Day!
M #18079, L #18080, XL #18081 \$18.95
XXL #18082 \$19.95

F Gone Workin' Be Back Soon

T' M #18049, L #18050, XL #18051 \$16.95
XXL #18052 \$17.95

G 3-Palm Tree Hat

Garment washed unstructured cotton twill
cap with contrasting stitching on bill &
hook/loop adjustable back closure.
Cardinal Red.
#18121 \$18.00





BREAST

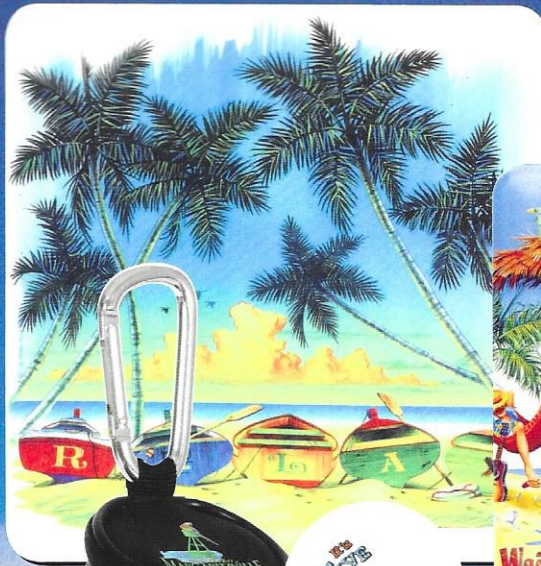


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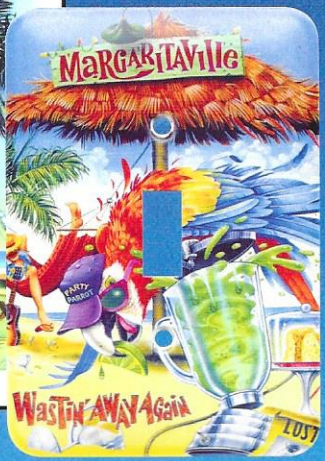
BREAST

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1-800-262-6835



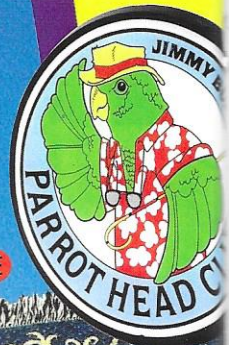
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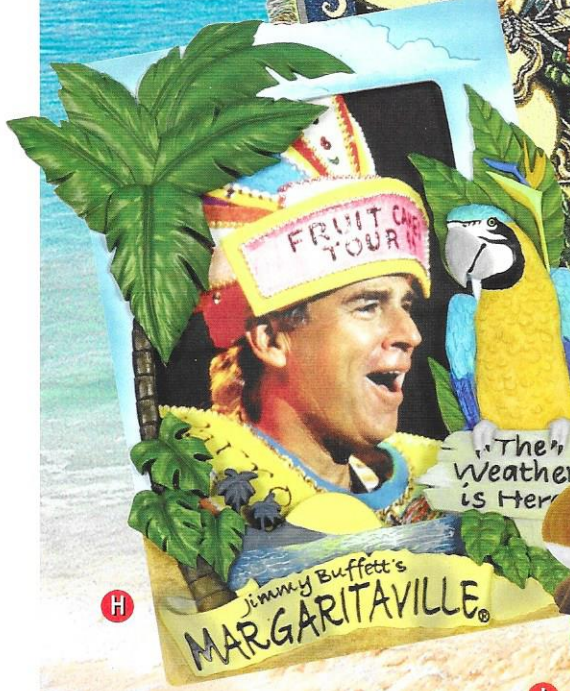
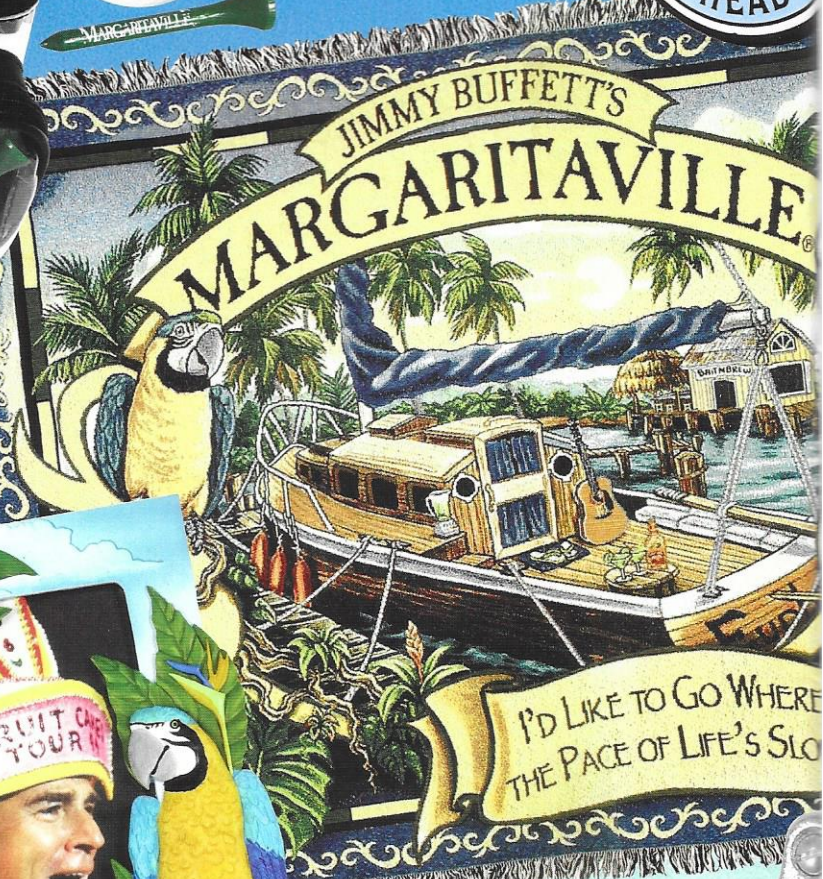
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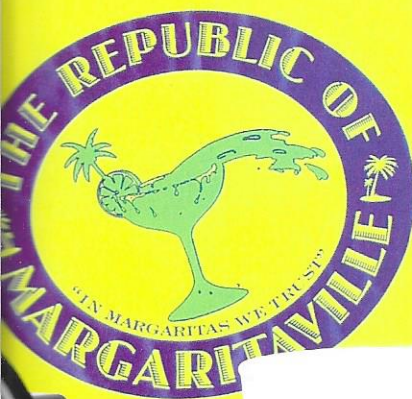
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- A It's Five O'clock Somewhere Golf Bag Set**
Includes 3 balls with It's Five O'clock Somewhere imprint and 5 tees with Margaritaville imprint. Plus golf club shaped zipper pulls and belt clip.
#14415 \$15.95
- B RELAX Mouse Pad**
A "stern" message. Measures 7.5" x 8".
#10966 \$8.95
- C Margaritaville Switch Plate**
Brighten up your home or office or both with this colorful single switch plate.
#14419 \$6.95
- D Republic of Margaritaville Nylon Flag**
"In Margaritas We Trust" 2-sided print, brass grommets. Measures 18.5" x 12".
#7796 \$19.95
- E Parrot Head Trailer Hitch Cover**
Mounts on standard size bumper hitch.
#7164 \$9.95
- F Pace of Life Throw**
A Margaritaville Collectible 100% cotton throw. Machine washable. Made in the USA. Measures approximately 72" x 54".
#14845 \$57.95
- G Parrot Fins Glass**
Heavy duty 16 oz dishwasher safe glass.
#5903 \$9.00
- H The Weather is Here Picture Frame**
Measures 8.5" x 6", fits a 4" x 6" photo. Resin cast. *Photo not included.*
#14946 \$14.95
- I Plush Cheeseburger CD Holder**
Holds 24 CDs/DVDs. Zips shut.
#13399 \$7.95
- J Margaritaville Tequila Wall Mount Opener**
Heavy duty cast iron stationary bottle opener, 3" high. Mounting screws included.
#11762 \$11.95
- K Tropical Print Neoprene Bottle Skin.**
#1350 \$7.95 each
- L License to Chill License Plate**
#13357 \$8.00

LICENSE
2 CHILL

SUMMER
2004

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A Changes in Latitude Ladies T'

100% cotton sleeveless V-notch tee, 1x1 ring spun baby knit rib with all over print. Split tail, double stitched.

S #18045, M #18046, L #18047, XL #18048
\$24.95

B Margaritaville Spaghetti Strap Tank

50/50 tank with contrasting trim. Side print co-ordinates with Capri Pants.

S #18053, M #18054, L #18055, XL #18056
\$18.95

C Margaritaville Capri Pants

Fleece lined 80/20 capri pants with wide band, satin string tie, unfinished hem, 23" inseam, print on left front with Margaritaville script down left leg.

S #18057, M # 18058, L #18059, XL #18060
\$26.95

D Flip Flop Garden Twirler

Metal hanging garden twirler, measures approximately 20" length.

#18028 \$12.95

E No Wake Zone Metal Sign

Embossed aluminum sign measures 9" x 12". Easy to hang .

#18003 \$14.95

F Beach Duffle

Heavy duty canvas beach bag/backpack, adjustable strap. Length measures 16" with base diameter of 11". Embroidered logo. Natural with Blue trim.

#18077 \$23.95

G Flower Stencil Ladies T'

90/10 contour fit T' Heather Grey.

S #18073, M #18074, L #18075, XL #18076
\$18.95

H Flower Power Ladies Hat

Embroidered 6 panel garment washed hat with slide buckle closure. Shadow Blue.

#18078 \$16.00

I Welcome to Partyville Door Mat

20" x 30" mat with non-skid backing. Fade and mildew resistant.

#17059 \$29.95



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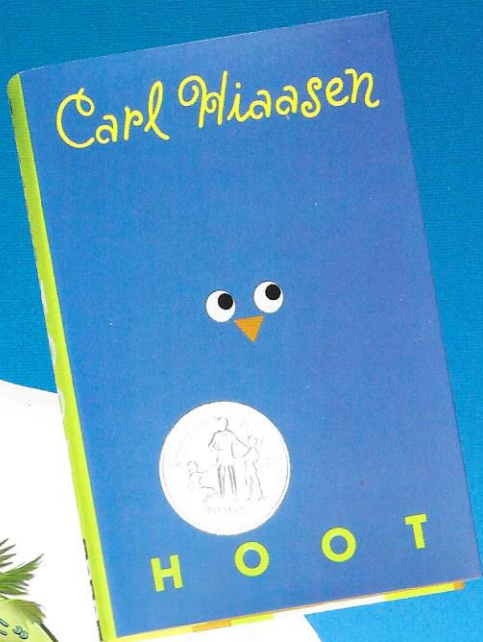
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HOOT

Florida author Carl Hiaasen's Newberry award-winning novel. The mystery adventure revolves around a Montana boy who moves to Florida and unearths a disturbing threat to a local population of endangered owls. Filmed this past summer in Florida and due for release in April, 2006. Hardback book, approximately 300 pages. Suitable reading for ages 10-15.

#14660 \$15.95



BREAST

SAVE THE PUERTO RICAN PARROT T

\$1.00 from each sale is donated to the charity.

(See story in this issue)

S #18098, M #18099, L #18100, XL #18101 \$16.95

XXL #18102 \$17.95

LIMITED EDITION PFIN STATUE

Solid resin, colorfully hand-painted sculpture, available exclusively through Margaritaville. Stands 15" from extended feather to base. Base is 10" x 8" and the Margaritaville sign is 10" across.

Removable sunglasses.

Only 600 will be produced and each will be numbered and signed by the artist. Sculptures will be direct shipped via UPS insured from the manufacturer.

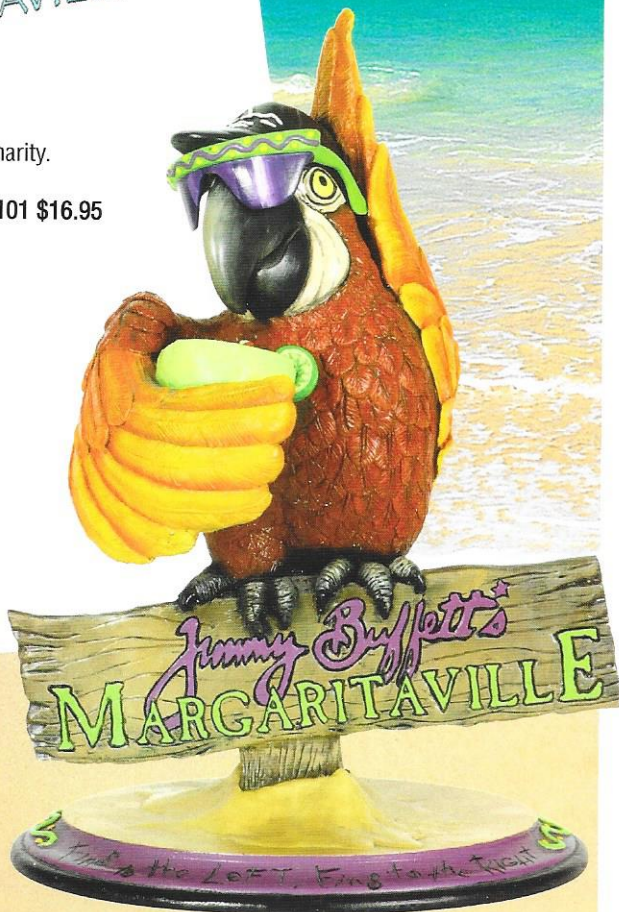
Please note: There is an additional shipping charge of \$16.95 to ship this item.

Shipment available within the US only.

Federal Express delivery not available.

Please allow 8 weeks for delivery.

#7301 \$249.95





Puerto Rican Parrot Recovery

The Caribbean Island of Puerto Rico is the only place on earth where you will find these beautiful emerald green parrots living in the wild. The Taino Indians, who lived on the island before European settlers arrived there, called these parrots "Iguaca", because of the noisy squawks they make when they are taking off and flying. Before the arrival of Columbus, the Puerto Rican Parrot was abundant and distributed widely over Puerto Rico and the small adjacent islands of Vieques, Culebra and Mona. It is estimated to have numbered somewhere between one hundred thousand and one million individuals in the fifteenth century. The parrot is now perilously close to extinction, persisting in the wild only as a tiny remnant population occupying a patch of rainforest habitat in the Caribbean National Forest. The future of this critically endangered species depends on the long-term success of an ongoing program of research and intervention.

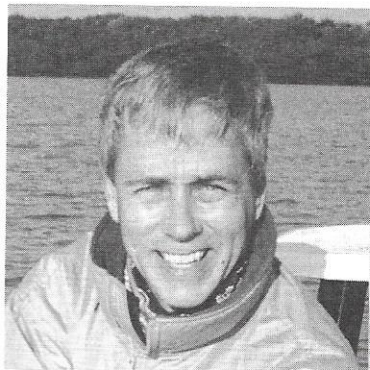
In 1973, when only 13 birds were known to exist, a captive propagation program was initiated through the cooperative efforts of the U.S. Fish and Wildlife Service and the Puerto Rico Department of Natural and Environmental Resources. In 2002, the last population survey documented 21-24 parrots living in the wild and 144 birds living in captive breeding facilities. The Foundation, in partnership with the U.S. Fish and Wildlife Service, U.S.D.A. Forest Service, the Puerto Rico Department of Natural Resource and Environment, and select conservation nonprofits, launched a campaign to fund a state-of-the-art aviary to house the captive breeding program and advance efforts to reestablish wild populations of Puerto Rican parrots.

Much of the effort to rebuild the population has involved research and management of nesting sites. Management of nests by fostering captive-reared young into wild nests, guarding nests, improving and maintaining existing nest cavities, and creating enhanced nesting cavities should increase the population of the Puerto Rican parrot. Hurricanes will continue to threaten the wild population of the Puerto Rican parrot. Researchers estimate that storms equal to the intensity of 1989's Hurricane Hugo occur at least every 50 years in northeastern Puerto Rico. The risk of extinction caused by hurricanes will be reduced by establishing a geographically separated wild population. As the Puerto Rican parrot population increases, it is possible that suitable nesting sites may limit population growth. Before this occurs, research and management should concentrate on increasing the wild population. The ability of the Puerto Rican parrot to expand its population in a manner similar to the exotic parrots in Puerto Rico, in a variety of natural and human-altered environments, should not be underestimated and may be the key to its recovery.

*The Margaritaville Store
in Key West will donate \$1.00
from the sale of each
Puerto Rican Parrot T-shirt
toward these efforts.*

Thanks to leaders in the Puerto Rican business community, the campaign has nearly met its goal to raise \$700,000 in philanthropic funds which will match a commitment of \$1.7 million in federal funds. The aviary will be located in the Caribbean National Forest and will connect to a visitors center where the public will have a view into the revitalization of this unique species.

CARL HIAASEN was born and raised in South Florida. He joined The Miami Herald in 1976 and worked as a general assignment reporter, magazine writer and award-winning investigative reporter before starting his own column in 1985. He is also the author of many novels, including the Newbery Honor-winning family bestseller *Hoot*. His first novel for a younger audience plunges readers right into the middle of an ecological mystery, made up of endangered miniature owls, the Mother Paula's All-American Pancake House scheduled to be built over their burrows, and the owls' unlikely allies--three middle school kids determined to beat the screwed-up adult system.



HOOT author Carl Hiaasen

Q Your novels are known for a fair amount of, well, adult content. What made you want to write for kids?

First, it was something I'd never done before, and it's important for writers to take chances. Secondly, I really wanted to write something that I could give to my nephew, nieces and stepson without worrying about the salty language or adult situations. They've all been asking to read my other novels and I've been trying to stall them, at least until they hit the teenaged years.

Q Did you approach this book differently than an adult novel? Did your writing process change at all?

It didn't take me as long to write *HOOT* as it does to write the other novels, partly because it was slightly shorter and partly because the plot wasn't quite as multi-layered. Another reason it went along so quickly, frankly, is that I was having so much fun writing it.

Q You are notorious for setting and filling your novel's with your unique knowledge of Florida. Do you think that the experience of growing up there has changed a lot since you were a kid? Or the experience of growing up anywhere, for that matter...

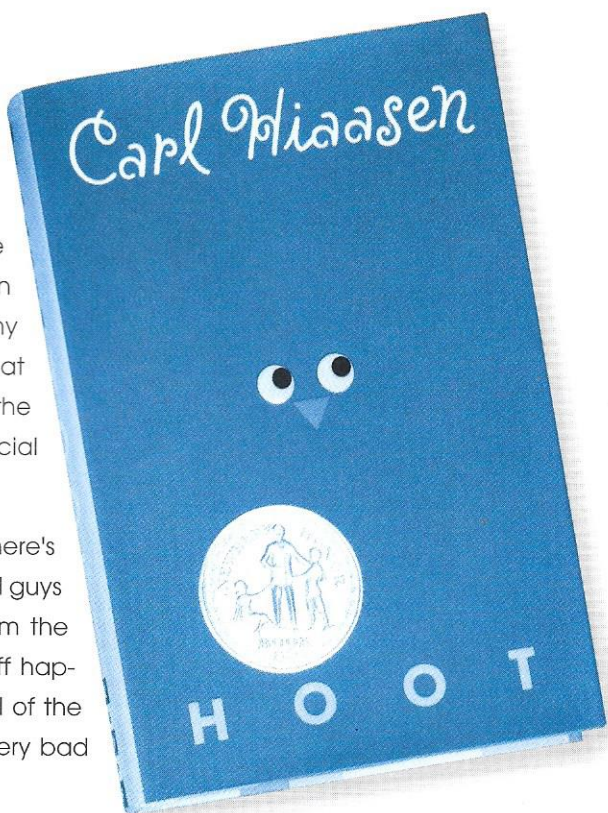
Florida is a whole different world today than when I was a kid. It's a highly urbanized state with heavy urban problems, not the sleepy tourist trap it was forty years ago. Yet at the same time, there's still the Everglades, Florida Bay and miles of beaches that so far haven't been turned into condo canyons. So a kid can still experience some astounding wilderness, and decide for himself what's worth fighting for.

H **O**
T **H** **E**

Q Your books are very funny, but they also tackle some serious issues. Do you find it hard to strike a balance?

Unfortunately, I can't help myself. I've got to be mad about something in order to be funny, which means all my books are going to deal with issues that are important to me - the trashing of the environment, political corruption, racial injustice, whatever.

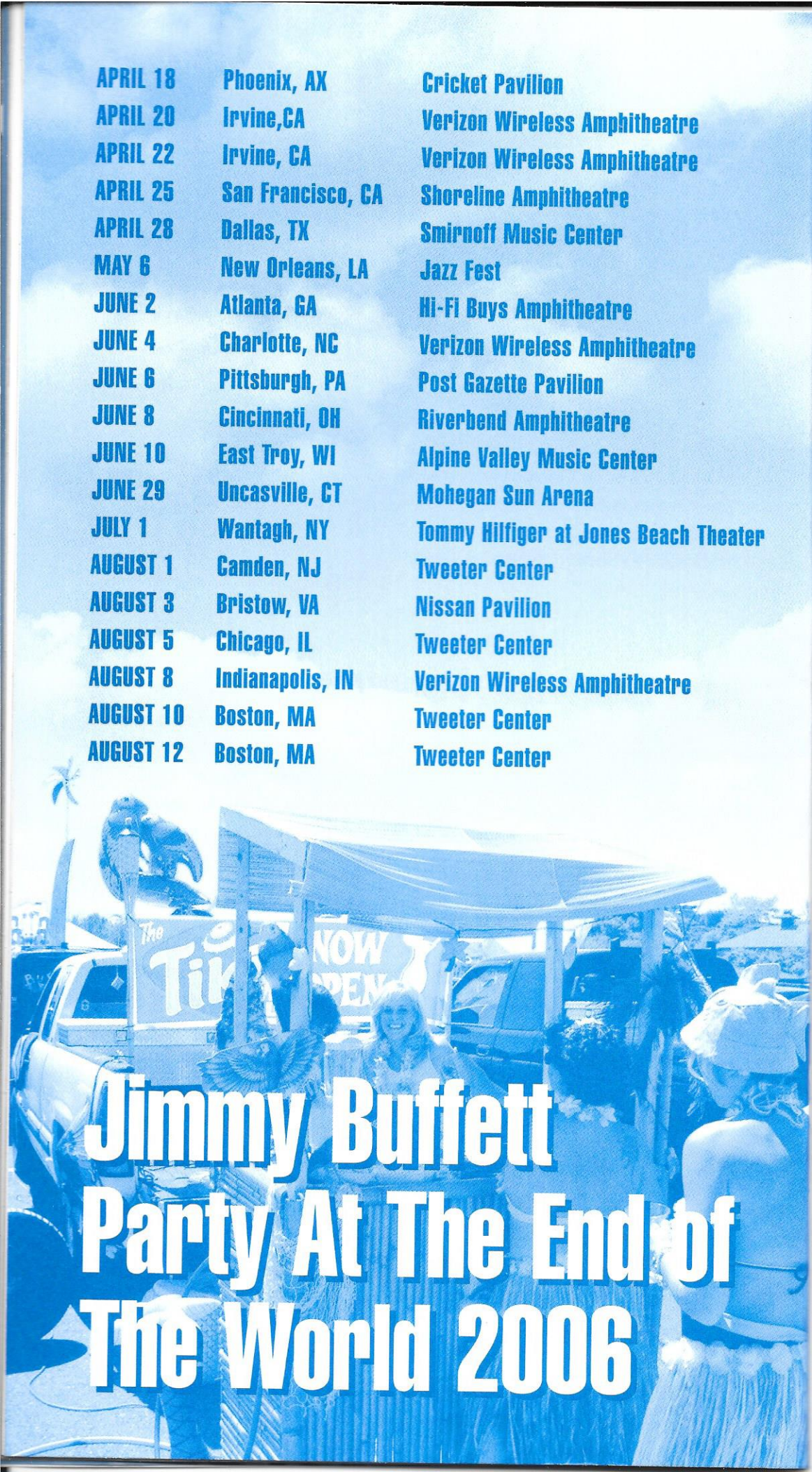
The world can be a nasty place, and there's nothing wrong with going after the bad guys in a novel. *HOOT* was no different from the adult fiction in that respect. Funny stuff happens, weird stuff happens, but the soul of the plot is Roy's quest to stop something very bad from happening. And that's serious.



READ TOGETHER, FLORIDA is the state's one book/one state reading project held annually that encourages all Floridians to read and share one book title. This literacy project is managed by Governor Jeb Bush's Family Literacy Initiative, a program of the nonprofit Volunteer Florida Foundation. Local organizations are encouraged to participate with their own activities centered on one selected book. Activities are promoted by Volunteer Florida Foundation in the media and on the website, www.volunteerfloridafoundation.org. In 2005 a statewide committee of educators, literacy leaders, business leaders selected Carl Hiaasen's *HOOT*. An essay contest was held across Florida challenging middle school students to write an alternative ending to the book. Grand prize winner Zak Dahlheimer of Deland, received a \$1000 scholarship, a \$1000 award for his school, a meeting with Governor Bush and a walk-on role in the motion picture adaptation of *Hoot*, filmed in July. Second and third place winners Chase Cicale of Tampa and Amber Zarichniak of Sugarloaf Key also were awarded monetary scholarships.

O O T
B O O K

APRIL 18	Phoenix, AZ	Cricket Pavilion
APRIL 20	Irvine, CA	Verizon Wireless Amphitheatre
APRIL 22	Irvine, CA	Verizon Wireless Amphitheatre
APRIL 25	San Francisco, CA	Shoreline Amphitheatre
APRIL 28	Dallas, TX	Smirnoff Music Center
MAY 6	New Orleans, LA	Jazz Fest
JUNE 2	Atlanta, GA	Hi-Fi Buys Amphitheatre
JUNE 4	Charlotte, NC	Verizon Wireless Amphitheatre
JUNE 6	Pittsburgh, PA	Post Gazette Pavilion
JUNE 8	Cincinnati, OH	Riverbend Amphitheatre
JUNE 10	East Troy, WI	Alpine Valley Music Center
JUNE 29	Uncasville, CT	Mohegan Sun Arena
JULY 1	Wantagh, NY	Tommy Hilfiger at Jones Beach Theater
AUGUST 1	Camden, NJ	Tweeter Center
AUGUST 3	Bristow, VA	Nissan Pavilion
AUGUST 5	Chicago, IL	Tweeter Center
AUGUST 8	Indianapolis, IN	Verizon Wireless Amphitheatre
AUGUST 10	Boston, MA	Tweeter Center
AUGUST 12	Boston, MA	Tweeter Center



Jimmy Buffett Party At The End of The World 2006

Remember... Margaritaville Gift Certificates Are Available in \$25 Denominations



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 Florida residents please include 7.5% sales tax.

For 2-Day Federal Express delivery, add \$7.50.

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Please include physical street address.

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Express Mail International Service charges apply to all overseas orders (Not APO or FPO).

Returns and Exchanges:

If you are not satisfied with any product, for any reason, return it to The Coconut Telegraph within 90 days of purchase date. Please include a note requesting either a refund or an exchange. We will promptly refund the full purchase price, less shipping and handling.



QTY	ITEM #	DESCRIPTION	SIZE & COLOR	PRICE	TOTAL

Subtotal

Florida residents only, add 7.5% Sales Tax

S/H

TOTAL

We accept MC, Visa, American Express and Discover

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 State _____ Zip _____ Telephone # (_____) _____
 CC # _____ Exp. Date ____ / ____ Security Code _____

Security Code is a 3 or 4 digit security code found either on the signature line on the back of your card or above and to the right of the card number on the front of your card.

Signature _____

Inquire about merchandise from previous issues or check the Mini-Mart at margaritavillestore.com

MARGARITAVILLE
The Coconut Telegraph
PO Box 1459
Key West, FL 33041

1-800-COCOTEL

Visit our web site @ www.margaritaville.com

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WEEKLY DRAWING

Every Friday throughout 2006 we will be drawing names at random from orders placed that week. The winning person drawn will receive a Free Gift for shopping with the Margaritaville Store in Key West. We have set aside unique items that we feel you would enjoy. You may win a T-shirt, a cap, or a novelty item. Keep it or pass along to a friend. No returns or exchanges on this gift item, and as always thanks for your continued support.

Our Blue Fins Up Bracelet remains a popular item and popular fund raising tool. Proceeds from bracelet sales in April will benefit the Cancer Foundation of the Florida Keys, and Reef Relief in May.

Blue Fins Up Bracelet #14950 \$2.00



*****AUTOMAIL FOR ADDR 220

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