

Play in Paradise..... No Passport Required

Written by Sarah Love

Monday, 26 September 2011 12:58 - Last Updated Monday, 26 September 2011 20:35



On October 14th, Margaritaville is Poised to Break the Guinness World Record for The Largest Margarita Ever Made, Becoming the Toast of the Las Vegas Strip

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LAS VEGAS (SEPTEMBER 22, 2011) - This October, in celebration of the Grand Opening for the new Margaritaville Casino at The Flamingo in Las Vegas, Margaritaville will attempt to break the current World Record for the largest margarita ever made as verified by Guinness World Records. One part opening celebration and over 2000 parts tequila, the two-story margarita will certainly be the talk (and toast!) of the town.

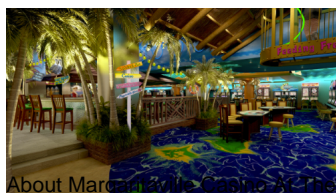
After six months of planning, the mixing of the colossal 8,500 gallon beverage, appropriately named "Lucky Rita", will begin on October 11, 2011...it will take over 300 man hours working around the clock to mix the concoction, concluding with the public "Topping Off" ceremony on October 14, 2011. Surpassing the previous record holder by 873 gallons, Lucky Rita will feature 2,125 gallons of Margaritaville Gold Tequila, 708 gallons of Triple Sec, 5,667 gallons of Margaritaville Margarita Mix and Lemon-X sour mix and 22,667 Lime Wedges. Lucky Rita will sit at 30 feet tall and will serve over 181,333 margaritas from October 14th to October 23rd coinciding with the 7th annual Margaritaville street party.

The official Lucky Rita and Margaritaville Grand Opening ceremony will be held on October 14th with the final pour intended to set the world record for the Guinness Book. The public, along with media, are encouraged to attend the ceremony where local dignitaries, project principals and guests will be treated to entertainment, margaritas, Jimmy Buffett concert ticket giveaways and more.

Spearheaded by Margaritaville's Director of Marketing Tamara Baldanza, Lucky Rita will afford Margaritaville the opportunity to reclaim the official title of World's Largest Margarita (which Margaritaville held from 2001-2010). "We're really excited about bringing back home the World Record; and what perfect timing! Not only will Lucky Rita be a celebration of the opening of our first casino, but she'll also be serving up margaritas to our street party and restaurant guests during Margaritaville week," says Baldanza. "All I can say is thank goodness it's always 5 O'clock somewhere because that's a whole lot of margaritas..."

Lucky Rita will kick off Margaritaville week followed by the 7th Annual Street Parties on the 15th and 22nd that coincide with Jimmy's Vegas performances. Beginning at 11 a.m. each Saturday, the all-day, outdoor free admission street party will offer guests a taste of Lucky Rita along with live entertainment, interactive games, great food and drinks along with exciting giveaways including Margaritaville sunglasses, flip flops, frozen concoction makers and Jimmy Buffett concert tickets. Information about the two street parties will continue to be updated on Margaritaville.com.

The ceremony, oversized margarita and street party will take place on the corner of Las Vegas Blvd. on the street between Margaritaville and O'Shea's Casino. Vegas residents and visitors are encouraged to stop by, check it out and stay for a drink. Margaritaville will also host live feed of Lucky Rita starting on October 7th for guests to log on and get a look www.margaritaville.com/LuckyRita.



About Margaritaville at the Flamingo:

On October 1st, 2011, Margaritaville and the Flamingo Las Vegas will debut a gaming experience unlike anything else. At the Margaritaville Casino at the Flamingo, guests feel the energy of the Las Vegas strip while enjoying the laid-back vibe of the islands. Adjoining the restaurant and directly accessible from the Strip sidewalk, the casino will include 15,000-square-feet and offer 22 gaming tables, 220 slot machines and the centerpiece 5 O'clock Somewhere Bar.

The Margaritaville Casino at the Flamingo gaming activities will operate under the Flamingo's gaming license. The casino is certainly the perfect complement to Jimmy Buffett's Margaritaville restaurant, currently one of the most popular spots on the Las Vegas Strip and one of the busiest in the United States.

About Jimmy Buffett's Margaritaville:

The atmosphere is inspired by the lyrics and lifestyle of Jimmy Buffett, whose evocative songs inspire a cross-generational yearning for an island adventure. Comprised of retail shops, restaurants, consumer products, hotels and even a national radio station on Sirius/XM, Margaritaville delivers a tropical experience where guests can enjoy the sights, sounds and tastes of their favorite destination regardless of their current latitude.

Since launching its first location in Key West, Margaritaville has expanded to some of the most popular US destinations including: New Orleans, Orlando, Las Vegas, Myrtle Beach, Panama City Beach, Glendale, Mohegan Sun Casino, Nashville, and Jimmy Buffett's at The Beachcomber in Honolulu, Hawaii. In addition to the restaurants and hotel, the first Margaritaville Casino is set to open in Las Vegas' famed Flamingo Resort

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in October of 2011. International locations can be found in the Caribbean, Mexico, the Republic of Panama and Canada. The Margaritaville Beach Hotel in Pensacola Beach, Florida opened July 2010.

Visit www.margaritaville.com for more information.

Find Margaritaville on Facebook www.facebook.com/margaritaville

Flamingo Las Vegas

Located in the heart of the Las Vegas Strip, the Flamingo Las Vegas is a true desert oasis. The center Strip resort features more than 3,500 guest rooms, including the newly renovated and award-winning, Flamingo GO Rooms. The historic hotel-casino is home to a sprawling 15-acre pool and wildlife habitat complete with waterfalls, mature island vegetation, tropical wildlife and three distinctive pools. Flamingo Las Vegas hosts a wide variety of entertainment and dining options. There is something for every palette with eateries such as Jimmy Buffett's Margaritaville, Hamada of Japan and Burger Joint. An all-star line-up of entertainers keeps things lively at the fabulous Flamingo. Brother-sister duo Donny & Marie dazzle audiences as the resort's headliners, comedians George Wallace and Vinnie Favorito keep audiences laughing seven nights a week and comedy-magician Nathan Burton entertains afternoon audiences.

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