



CITY OF KENNER

PRESS RELEASE

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FOR IMMEDIATE RELEASE
March 14, 2014

COCONUT BEACH OPENS NEW BAR AND GRILL WITH TUESDAY NIGHT CEREMONY

Kenner, LA. - Malibu Rum Coconut Beach, the largest sand volleyball facility in the United States, officially opens its new bar and grill during a ceremony at 6 p.m. Tuesday evening, just in time for spring volleyball leagues.

Coconut Beach, 100 Coconut Beach Court, moved to Laketown in Kenner after 23 years in West End in New Orleans. Owner Mike Drury said he concentrated first on getting the courts open so that Coconut Beach could continue to host large charity events that benefit Children's Hospital and Archdiocese of New Orleans.

Now it's time for the bar and grill, a staple at West End, though the new bar and grill in Kenner will be much larger, Drury said. "We are really excited. You have to come out to see it to really appreciate it."

The bar and grill features a two-layer deck that looks out on the 23 sand courts and is large enough to fit 1,500 people, said Coconut Beach manager David Philastre. "You can hang out, listen to music and have some food and something to drink. We have a mammoth bar inside with five big-screen TVs."

The goal is to provide the one element that made the West End complex so popular that has been largely missing thus far in Kenner, Philastre said.

"Up until now, it's been people coming out to play volleyball and then they go home," he said. "At the old complex, you hung out all night and it was a community and we are hoping to restore that feeling with the bar and grill."

Registration is now underway for the spring leagues, which begin on March 25 and end in May, Philastre said. The price for a 6-person team has been lowered from \$400 to \$360 and the times for the games have also been changed to accommodate feedback from players, he said.

Instead of games starting at 6:30 p.m., league play will begin at 7 p.m. "We're really getting a lot of positive feedback on that," Philastre said. "That extra half hour can make a huge difference in heavy traffic."

Philastre stressed that the league isn't just for the top volleyball players in the area. Instead, leagues are grouped based on the level of the players. That way, every team playing has a chance to win its league.

With open courts available at all times, Philastre urged curious players to stop by and give the white sand a try.

Another new addition is the "\$10,000 Squirrel Open at Coconut Beach," affectionately named after the nickname of a popular player who recently passed away, Philastre said. There will be three rounds of play culminating in a tournament in August featuring the 16 best teams.

"We are so fortunate that Coconut Beach decided to move here to Kenner," Mayor Michael Yenni said. "It is a first-class operation that is at the heart of the renaissance in Laketown. And, it's a venue that offers fun for the entire family."

For more information on Coconut Beach, or to register for the spring league, go to its new web address, www.coconutbeachla.com.

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