



**CONTACT:**

Leslie McKerns, Publicist  
[mckerns@bellsouth.net](mailto:mckerns@bellsouth.net)  
Chris Cantwell  
[ccantwell@mainstreetmkt.com](mailto:ccantwell@mainstreetmkt.com)  
(561) 748-8555  
frenchmansmarina.com  
Nigel Sykes  
561-627-6358

**FOR IMMEDIATE RELEASE**

**NEWS RELEASE**



## **Frenchman's Marina Celebrates Grand Re-Opening Now Newly Branded as *Loggerhead Club and Marina***

PALM BEACH GARDENS, FL – Seven Kings Holdings, Inc., a premier South Florida marina development and holdings company, announces the celebration and the grand re-opening of Frenchman's Marina on Wednesday, November 10<sup>th</sup>, 2004 under the Loggerhead Club and Marina™ flag.

The launch of the all new full-service, state-of-the-art marina in Palm Beach Gardens will be announced at the grand opening and media event. Environmental Responsibility is the philosophical foundation of the Loggerhead Club and Marina™ brand. Loggerhead Club & Marina™ will also be announcing its partnership with the newly named Loggerhead Marinelife Center located in Juno Beach, the leading marine rehabilitation center for sea life, particularly endangered sea turtles. The Grand Opening activities, celebration and special events will begin at 4:00 PM and will include a ribbon cutting ceremony, fully catered festive food, speeches and live interviews with marina officials, research scientists and local dignitaries.

Frenchman's Marina, now Loggerhead Club and Marina™, at 2700 Donald Ross Road, Palm Beach Gardens, FL 33410 occupies a well-protected harbor just off the west side of the IntraCoastal Waterway. Boat owners and enthusiasts will be able to meet owners, JC Solomon II and Raymond Graziotto, as well as other officers and staff of the marina organization. The event is for invited dignitaries, honorees, marina officials, environmental groups, the media and the boating community as a way of welcoming the season.

"The Loggerhead Club and Marina™ Palm Beach Gardens location grand re-opening on Wednesday, November 10<sup>th</sup>, is the place to be for boating enthusiasts," said Raymond Graziotto, co-owner of the Loggerhead Club and Marina™. While many South Florida marinas are in the process of recovering from extreme hurricane and storm related damage, we are proud to report that Frenchman's provided excellent sheltered harbor during all four hurricanes, and weathered the events beautifully. Now under our Loggerhead Club and Marina™ brand, the newly named marina is offering premier amenity boat slips in a calm harbor, picture-perfect setting." At about 100 yards south of the Donald Ross Road bridge, the marina features 130 yacht slips from 30 to 120 feet that accommodate vessels up to 120 feet in length, a fully stocked ships store, luxurious dockside arrangements with 30-, 50- and 100-amp service, fueling facilities, cable TV and phone line, laundry, restrooms & shower facilities, picnic

-more-



areas and barbeque grills, mail delivery and fax service, restaurants and shopping nearby and new, state-of-the art power pedestals. For boating and fishing enthusiasts, the newly flagged marina will offer unprecedented opportunities for sheltered harbor docksites and enhanced recreational opportunities.

Changes to the marina under the brand include a fully integrated new look with crisp uniforms, attractive custom signage, sheltered awnings and picnic grounds and docks featuring the finest Brazilian Hardwood IPE decking as a finished surface. The Loggerhead and Marina™ brand promotes consistent and outstanding service in the marina business. Uniformed staff



will greet members and guests while offering full service benefits including concierge level amenities. The brand will have unique amenities, benefits and products, including the Captain's Lounge with free gourmet coffee, bottled water, daily local papers, and convenient virtual offices with fax, email, and shipping. Also standard are affiliated maintenance and facility usage programs, trip planning, membership discounts at Loggerhead Marina™ ship store, bikes, picnic grounds, and fuel dock.

"The Loggerhead Club and Marina™ luxury marina and club property designation will mean a significantly

enhanced line of amenities designed to complement the boating experience," said Raymond Graziotto. "In a world where service to the boating community is routinely spotty, Loggerhead Club and Marina™ creates a boating experience that is increasingly unique. The marina industry used to be exclusively product-driven, with craft sales and slip leases as the only concern. Our breakthrough in the industry is now experiential—we have shifted the market to the enhancement of the total boating experience. A turn-key way of life is provided under our brand, including readying and fueling, trip and destination planning. The convenience is there from the time you decide to take the boat out to the minute it is returned, and everything in between, including sheltered harbor and dockside accommodations."

"In addition to day-to-day marina operations, we are assisting our boaters by developing cutting-edge club amenity program master plans that will place the Loggerhead Club and Marina™ brand at the top of the market. Our goal is to expand and enhance our well-established environmental reputation, as well as the intrinsic worth of this property," said Raymond Graziotto, principal of the brand. "All of South Florida marina properties belong to Florida's future generations, and we are taking these important steps to reinvent the marina to meet today's environmental and clean water and boating standards and provide for a new generation of leisure and boating enthusiasts."

The waterside community features all the convenience of nearby Palm Beach Gardens, a secured private entrance, tropical landscaping, an amenity center for boating residents and their guests, and protected, unobstructed views of the waterway and the natural Florida environment. As the State's first marina to be a certified Clean Marina under the State of Florida's Clean Marina designation, the marina offers clean water in an environmentally sound setting.

Fueling facilities at Loggerhead Club and Marina™, as a Texaco Starport, offers 93 high-octane gasoline and marine-specific diesel from high speed pumps. Located adjacent to the marina office, the fuel docks include a 300 foot fixed dock for large vessels and a 100 foot floating dock to accommodate everything including personal watercraft. Because of the Clean Marina designation, extra caution and care is taken at all stages of fueling.



“Each of our marina partners brings years of experience in the industry and all adhere to rigid specifications set out by Loggerhead Club and Marina™ for environmentally sound customer service and yacht maintenance. The Loggerhead Club and Marina™ brand will be certified as delivering a quality level of service,” said JC

Solomon II, marina brand co-owner. “Our marinas are industry leaders in the South Florida marine industry, and have built this reputation over years of excellent service to their customers. We are very proud to offer the beautiful cruising and marina grounds, sheltered harbor and destination planning to our customers through such a quality company,” he added.

"We are equally excited to be able to announce our partnership with the former MarineLife Center of Juno Beach, now a Loggerhead Club and Marina™ facility through our participation in the naming rights program and the funding of the all new and exciting marine wildlife research and rescue facility," commented JC Solomon II. "It was a natural fit for our club and marina group given their reputation as one of the premier marine wildlife environmental groups and leading edge research and rescue facilities in the world."



**Loggerhead Club and Marina™ is owned by Seven Kings, Holdings, Inc.,** headquartered in Juno Beach, Florida, a premier development and holdings company of independently owned and operated luxury marinas and related properties. [www.skholdings.com](http://www.skholdings.com)

###