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**Schiffer Publishing**

# Press Release

## ***Pinnacle of Mid-century Tiki Era Celebrates 60 Years***

Release party, presentation, and book signing at the Mai-Kai

**Fort Lauderdale, FL, September 17, 2016:** Since their creation in 1933, Tiki cocktails have gone from being a taste revolution, to being reviled and misunderstood, and back to being the preeminent cocktails of a generation. Throughout the ups and downs of the Tiki phenomenon, the Mai-Kai has remained the standard bearer. Today, those embracing craft cocktails seek out the Mai-Kai as Mecca of Tiki drinks created and served as they were 83 years ago by the originator, Don the Beachcomber. While the cocktails are the primary lure, it is the other-worldly, immersive environment that is the secret ingredient to everything they serve. This pinnacle of the mid-century Tiki era celebrates its 60th anniversary this year.

In September, the book *Mai-Kai: History and Mystery of the Iconic Tiki Restaurant* (Schiffer Publishing) will be released to commemorate and further cement the legendary status of this rare establishment. Over a decade of story collecting and archiving old photo albums has gone into this work which chronicles the fantastic tales of the people who have been connected to the Mai-Kai. The brash young men who created the Mai-Kai and its iconic elements, the employees who used it as a springboard for fame and adventure, and the loyal patrons who rank among the best known celebrities and playboys of the times, were the inspiration for the book.

Author Tim "Swanky" Glazner first visited the Mai-Kai in 2003 when he moved his Tiki-centric Hukilau event from Trader Vic's Atlanta to the Mai-Kai in Fort Lauderdale. The family that has owned the Mai-Kai from its beginning embraced him and the thousands of revelers who come from around the world to pay homage to this Tiki temple. That close relationship with the Mai-Kai, gained from years of hosting the event, mixed with his decades long fascination and research into mid-century style, is what lead him to the cast of characters surrounding this famed place. He knew that if he, the Mai-Kai's biggest fan, could be awed and amazed by the stories, the rest of the fans would be floored. Years of research and pounding disparate stories into a captivating and endearing storyline have culminated in this book.

Swanky will be doing a presentation on the Mai-Kai's history as part of the book release event on Saturday September 17<sup>th</sup> at 2PM in the Mai-Kai. Beyond a book preview, you'll see extremely rare video, hear the voices of the original story tellers and meet people from the book. You are invited to join him and see the hundreds of guests from around the world who have come to celebrate the Mai-Kai once again.

More information on the book: <http://www.maikaihstory.com>  
Hi-resolution cover image and flyer: <http://www.maikaihstory.com/press-materials/>  
For review copies, interview requests, or images for slideshows or print feature, please contact Andrea Kiliany Thatcher at [andreat@schifferbooks.com](mailto:andreat@schifferbooks.com) or 610-593-1777

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