



**For Immediate Release**

Contact: Dorothy Fuchs  
Sandy Hillman Communications  
410-616-8949  
[dfuchs@hillmanpr.com](mailto:dfuchs@hillmanpr.com)

***Bonefish Grill's NOTES FROM THE ROAD debuts August 7th***  
**Nationally televised music series to benefit award-winning  
ecological foundation, OceanTrust**

**Tampa, FL** (July 28, 2008) – Bonefish Grill has announced the premier of a new television series, *Bonefish Grill's NOTES FROM THE ROAD*, debuting August 7th on Ovation TV. *Bonefish Grill's NOTES FROM THE ROAD* features intimate performances by artists who are on tour and appearing at much larger venues throughout the country. The series gives viewers a rare glimpse of life on the road for the musicians, with behind-the-scenes footage and candid conversations. Each hour-long episode is shot on location at a Bonefish Grill and is imprinted with the guest artist's personality, viewpoint, experiences and music.

Upcoming episodes include in-restaurant performances and exclusive interviews with some of the hottest bands and artists on U.S. summer tours, including: **3 Doors Down, Josh Kelley, Gavin DeGraw, Vanessa Carlton, The Bravery, Ben Folds, Jason Mraz and Matisyahu.**

Beginning in September, XM Radio will broadcast each episode of *Bonefish Grill's NOTES FROM THE ROAD* on a variety of its music channels, including Flight 26 (XM 26), Ethel (XM 47) and Starbucks XM Café (XM 45).

Each *Bonefish Grill's NOTES FROM THE ROAD* episode will include a segment highlighting **Ocean Trust**, an award-winning ocean conservation foundation that builds science, conservation and industry partnerships for the sustainability of the oceans and provides a link to sustainable fisheries, wildlife and the environment.

"Music has always been an essential part of the atmosphere at our restaurants," said John Cooper, Bonefish Grill President. "So it was natural for us to host this concert series. But the real thrill is bringing our love of music and great food together with our commitment to **Ocean Trust**. It is gratifying to put our passions to work for such a worthy cause."

Separately, Bonefish Grill will also contribute \$1 for each Ocean Trust Martini sold at its restaurants and is expecting to raise awareness and \$250,000.00 for this worthy organization.

Veteran music television producer Larry Klein is executive producer for *Bonefish Grill's NOTES FROM THE ROAD*. Klein is a 30-year veteran of music television production and current longtime producer of ABC-TV's "American Music Awards" and "Dick Clark's New Year's Rockin' Eve" for Dick Clark Productions. He also produced NBC-TV's "Tsunami Relief" music special.

*Bonefish Grill's NOTES FROM THE ROAD* is presented by ABSOLUT® Vodka and produced by Elevation Group.

**About Bonefish Grill:** Simply put, **Bonefish Grill** has created the polished casual dining experience. With attentive personal service and an atmosphere that combines casual attitude and value-conscious prices with a big city bar, guests find themselves amidst a warm and inviting environment.

As the "Fresh Fish Experts," **Bonefish Grill** specializes in market fresh fish cooked to perfection over a wood-burning grill. An unrivaled commitment to quality finds **Bonefish Grill** culinary leaders searching for traditional and unique varieties of fish such as Icelandic Arctic Charr, Florida Grouper and Wild Alaskan Sockeye Salmon at the peak of their seasons. A tantalizing array of sauces and original toppings are made daily using the freshest ingredients. These sauces and toppings range from delicate and light to rich and indulgent and provide a variety of choices. Enticing dishes such as Scampi-topped Filet Mignon, Pork Tenderloin Piccata and Diablo Shrimp Spinach Fettuccine are also among guest's favorites.

Lively community tables teem with shared plates of inspired appetizers, bar-fresh martinis and signature cocktails. An evolving wine list that regularly features 40 wines by the glass is also offered. Featuring sleek, hardwood floors, commissioned art, eclectic music and knowledgeable service, the dining room is an oasis within which to enjoy a sensational meal. For more information and sample menus, visit [www.bonefishgrill.com](http://www.bonefishgrill.com).

BFG supports Ocean Trust and other organizations that also have missions that promote the conservation of our oceans.

###