

The Giving Gets Fun as BLU Goes Pink!

Welcome to the Florida Weekly edition of the BluPrint, that debuts today to keep readers informed, and is the official 'insider's buzz' of all BluSushi locations.



This week Blu launches their month long campaign to raise money and awareness for the local affiliate of Susan G. Komen for the Cure. Blu goes Pink was started to celebrate life while raising money for research and outreach during National Breast Cancer Awareness month. We're proud to say that this year the support for Blu has come in from so many directions that events have been announced at all three area Blu locations and both the prizes and parties are certainly worth making plans for.

Masquerade is busy decorating all three Blu locations and our team is preparing to offer the biggest collection of pink prizes, that all can be won by making donations for chance drawings throughout the month. How about a pair of Pink Schwinn 'Hope 50' scooters from Grandpa's Cycles, or Pink Beach Cruisers and Kid's Trikes from Trek of Naples & Estero, even Ron Jon Surf Shop has Pink Surfboards and skateboards that we've added to the growing list of ways to give...and WIN at BluSushi locations.



The giving begins with our Art of Sushi and Outrageous Cocktails and throughout the month Blu will donate a portion of sales of our special menu that will also make its debut this week, but the events will keep your social calendar popping. Check out our updated Blu goes Pink calendar at www.BluSushi.com

RED BULL HAS A COLA?

Yep...and BLU has it first! This Sunday October 5th will be the official launch of RED BULL COLA at BLU3 at the Gulf Coast Town Center, and we'll also introduce the 'one man band of the future' when the incomparable J.Wail makes his first Southwest Florida appearance. We'll start pouring samples of Red Bull Cola with your favorite Bacardi Rums at 7 PM, and at 8 PM, J. Wail blends funky with freaky... and then mixes fun and musical prowess with a bumping rhythm. DJ Bigg John will spin til the party ends, and this concert will be a 'can't miss' show. We'll have a special Blu goes Pink gift from Red Bull for a chance at a ladies Puma jacket from our friends at Red Bull.



MAKEOVER MONDAY'S AT BLU IS THE ULTIMATE LADIES DAY

Ladies...make plans to be at BLU this month on any and every Monday in the month of October and you could win a prize bag full of assorted gifts that will pamper you in a variety of ways. All you have to do is stop by any BLU for your FREE chance to win. To make sure the day a winner for everyone...The CoCo Pink Chanel Martini will be just \$5 all day every Monday and it includes a FREE Chanel makeover at all area Dillard's locations. Check the calendar for special Makeover Monday events at BluOne

The Wednesday Nite bop! Wear Pink for a Free Drink @ BluOne

Ladies, it's time to slide down to Blu on McGregor every Wednesday night when DJ Bigg John lights it up at 10 PM and if you wear pink...SKYY Vodka has a free Outrageous Cocktail made with any of the exciting new Infusion flavors.

'Goose the Clock' makes Friday Happy Hour even better!

Ah...the Goose has flown. This month the morale is up and the price of Grey Goose is coming down. We'll start off with all flavors of Grey Goose at rock bottom prices starting at 4 PM at all three Blu locations and we'll 'goose the clock' every hour while every drink sold will get the chance to win a FREE sample bottle of one of the great Grey Goose Vodkas. We'll also have \$5 small 'pink plate' specials of our favorite BluSushi selections.

Blu 'spills the wine' at LITTLE BLACK DRESS Saturday Nite!

Sure we like Pink...and Blu...but Saturday is for the LBD. This month we invite you to pick out one of those Little Black Dresses and join us at Blu. We'll make sure that you'll get a complimentary glass of selected red, white or sparkling wines. We'll make it better by entering every lady that wears a black dress for Blu travel bag with a bottle of wine and Blu wine glasses

Save these Dates!

Sunday October 5	Blu3	Red Bull Cola & J.Wail Live
Wednesday October 8	BluOne	Nuvo 'Think Pink' Party @ BluOne
Saturday October 11	Blu3	Randy Thomas' 'Voice For Hire' Book signing TJ Kelly LIVE in Concert
Sunday October 12	Blu3	Supporters Lunch with Valerie St. John of Gator Country
Friday October 18	BluOne	Zito's Mojitos! Join 99x Jeff Zito for Bacardi Mojitos for the cure!

SUNDAY OCTOBER 5th

BLU SUSHI - Gulf Coast Town Center
10045 Gulf Center Drive • Fort Myers, FL 33913 • 239.334.BLU3

FREE CONCERT

7pm-Midnight

THE OFFICIAL LAUNCH PARTY OF Red Bull COLA

With special guest J. WAIL

The Amazing 1man FunkBand of the Future!
with DJ Bigg John 10 til midnight

www.JWail.com



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Goes Pink
SUSAN G. KOMEN
FOR THE CURE
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'Blu goes Pink' for the Cure
all October long

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