

# Model shoot latest sign Castaways' 'secret' is getting out

By Jennifer Brannock  
Staff Writer

A pair of "model" citizens arrived in Jupiter last weekend with a big secret.

Victoria's Secret, to be exact.

Models Deanna Miller and Jeisa Chiminazzo swept into town on Saturday for a Victoria's Secret catalog photo shoot against the backdrop of Jupiter's Castaways Marina.

Located at the end of Love Street, Castaways — also known locally as The Square Grouper — has had its share of national attention lately.

The bar had its first brush with fame when it was selected by country singer Alan Jackson as a location for the video of his hit song with Jimmy Buffett, "It's Five O'Clock Somewhere." The song recently won an award from the Country Music Association, and the footage from the video was shown on the nationally televised ceremony.

Bar co-owner Jim Burg said Jackson's visit has opened up a world of interest in his bar, which has also hosted video jockeys and production teams from Country Music Television.

"They just keep building off of each other," Burg said. "This was built off of the Alan Jackson video. It's just such a unique situation to have a little bar right next to the water and the lighthouse like this."

Producer Drew Harrow with the Miami-based production company HG Producers Inc. said his clients were immediately drawn to the location.

"They wanted to shoot in the Breakers, but they needed to shoot some younger stuff," he said. "They scouted the place, they loved it, and here we are."

Harrow said that the crew generated \$8,000-\$10,000 in revenue to North Palm Beach County during their short stay.

He added that the catalog, which will make its national debut in two to three months, will spark even more interest in the area, as its distribution is more than that of every fashion magazine in the nation combined.

"We may come back here," Harrow said. "I've such a wide range of clients, you never know what they're looking for."

Jupiter Town Council member Babs Henderson, who is also a member of the North Palm Beach County Entertainment Council, said the film and photo attention surrounding Jupiter can only benefit the town.

"It's the sort of clean industry that I always wanted to try to promote to our community," Henderson said. "We reap the benefits of people coming here, using all our different businesses ... They stay here for a short period of time, then they leave."

Henderson said the next

goal of the council is to get a Web site up and running with examples of the various photo shoots that have occurred in the town.

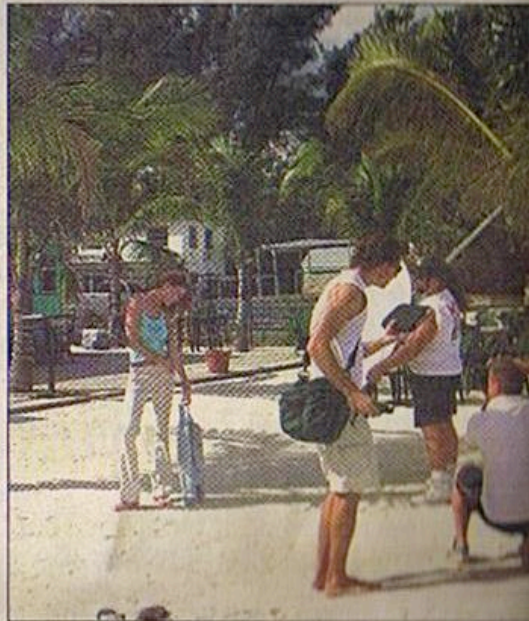
Henderson said the entertainment council is also eyeing Abacoa as a potential site for future video and photo shoots.

"You can get several different types of location shooting there, due to the different types of architectural design throughout Abacoa," she said. "So hopefully Abacoa will lend itself to being utilized in the near future."

Burg said he was thrilled to host camera crews once again, and hopes that his bar will continue to be a location of interest for members of the entertainment industry.

"They picked us because of the uniqueness of the bar and the bright colors," Burg said. "Here, you get to go to the Caribbean without the expense of it. Without using your passport, you can have the tropics right here."

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JENNIFER BRANNOCK/The Jupiter Courier

Photographers shoot pictures of model Deanna Miller on the beach at Castaways for a Victoria's Secret catalog. The catalog will make its national debut in two to three months.