



## FOR IMMEDIATE RELEASE

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### **Mystic Water Kava Bar Signs Lease in Downtown Hollywood**

HOLLYWOOD, FL – September 14, 2009 – From the calming effect of its signature kava drink to its enchanting ambiance, Mystic Water Kava Bar has been designed to provide an oasis of serenity in Downtown Hollywood.

Mystic Water, one of only a handful of kava bars in all of South Florida, will be opening around the end of September at 2037 Hollywood Boulevard. Co-owners Avigdor Weber and Holland Mulder signed the lease for the 1,250-square-foot space August 1st.

While the kava drink, which is made from the powdered root of the kava plant, was just introduced in the U.S. in January 2002 with the opening of the first North American kava bar, its origins date back thousands of years to the indigenous peoples of the South Pacific Islands.

The kava elixir has been hailed as a natural stress reliever, antidepressant, sleep aid and appetite suppressant that improves mental clarity. The Latin name for the kava plant translates to “intoxicating pepper,” and kava aficionados describe the effects of the drink as euphoric.

“It’s a body high. It doesn’t actually affect your brain,” explained Weber, who attributes his 40-pound weight loss to drinking kava, which he discovered about four years ago.

Shots of the cold beverage, which Weber describes as having an earthy flavor, are followed by a piece of fruit such as pineapple, orange or honeydew melon. Weber said Mystic Water Kava Bar will “focus on just introducing the community to the kava,” with limited additional offerings that include loose leaf teas and coffee.

The emphasis on inner peace at Mystic Water will extend to the kava lounge’s interior, which features giant artist-designed banyan trees with live vines, a bar, a back wall three-dimensional mural of ancient ruins of Cambodia and a 300-square-foot loft that will serve as a meditation room. Mystic Water Kava Bar also will house an art gallery and a library where patrons can peruse a variety of New Age books. Live acoustic guitar and percussion music will be offered, and musicians are invited to stop by anytime and perform their original compositions.

“It’s a community thing, it really is,” Weber said.

In choosing the site for their unique new business, he and Mulder were attracted to the international flavor of the restaurants in Downtown Hollywood and its kava-friendly atmosphere, which Weber described as “chic but not pretentious.”

“It’s low-key and artsy,” Mulder added. “People are relaxed.”

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*Mystic Water*

Mystic Water Kava Bar will be open daily from 5 p.m. to 2 a.m. For additional information, visit [www.thekavabar.com](http://www.thekavabar.com). Artists who are interested in exhibiting their work at Mystic Water can contact Avi Weber at 954-496-6090.

For more information on Downtown Hollywood businesses or events, call 954-921-3016 or visit [www.downtownhollywood.com](http://www.downtownhollywood.com).

The Hollywood Community Redevelopment Agency (CRA) was created under the authority of Florida's Community Redevelopment Act of 1969. The CRA's mission is to encourage economic development through the use of tax increment financing by funding development, special projects and enhanced services that address areas of community concern. The Downtown District was established in 1979 to promote Hollywood's central business district including Historic Hollywood Boulevard, Young Circle and nearby residential neighborhoods. The Downtown District is approximately 580 acres and extends from 22nd Avenue on the west to generally 17th Avenue on the east, Johnson Street on the north and Washington Street on the south.

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