



NEWS RELEASE

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BROADWAY AT THE BEACH CELEBRATES 13TH BIRTHDAY

July XX, 2008, Myrtle Beach, S.C. — Representatives from Broadway at the Beach today announced they will celebrate their 13th birthday with a weekend of free festivities Thursday, July 17 through Sunday, July 20. Weekend activities include:

Thursday, July 17, 6:00 to 8:30 p.m. – Bronze Living Statues

Guests can view a variety of bronze “living” statues, including the new bronze “living” fountain, in the Fishing Village near Liberty Steakhouse & Brewery.

Thursday, July 17, 7:00 p.m. – Junior - Vault™ Under the Stars Concert Series

The band, Junior, will perform live on the Heroes Harbor Stage as part of Broadway at the Beach’s Vault™ Under the Stars Concert Series.

Friday, July 18, 6:30 to 9:30 p.m. – Balloons by Roman

Balloon artist Roman will set-up in the Children’s Play Park to create a variety of complementary balloon designs for all guests.

Saturday, July 19, 4:00 p.m. – Free Birthday Cake

Guests are invited to join Build-A-Bear’s Bearemy and Broadway at the Beach’s Prince Sparks for free birthday cake in Center Court, across from the Build-A-Bear Workshop. (While Supplies Last)

Saturday, July 19, 5:45 p.m. – Birthday Celebration Parade

Bearemy and Prince Sparks will serve as the grand marshalls of this festive parade that begins in Center Court, near the Build-A-Bear Workshop, and ends at the Celebrity Square Stage.

Saturday, July 19, 6:00 to 10:00 p.m. – The Part Time Party Time Beach Band Live

Guests can enjoy a free concert in Celebrity Square by The Part Time Party Time, a local beach music band.

Saturday, July 19, 7:00 to 9:00 p.m. – Face Painting by Smilemakers

Face painter, Jane, from Smilemakers, will be available for an evening of face painting fun in the Children’s Play Park, near Uno Chicago Grill.

Saturday, July 19, 10:00 p.m. – Fireworks Show

Grucci of New York will showcase their fireworks display over Lake Broadway.

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Sunday, July 20, 6:00 to 8:00 p.m. – Myrtle Beach Pipe Band

Guests can enjoy the Myrtle Beach Pipe Band as they stroll throughout Broadway at the Beach.

Sunday, July 20, 8:30 to 9:15 p.m. – Polynesian Fire and Hula Show

This authentic Polynesian Show, performed by Chief Sam Kanekoa, will feature knife throwing, fire eating and fire throwing.

All Weekend Starting Friday, July 18

Guests can receive a complementary Broadway at the Beach beach towel with a \$100 total purchase from retail and/or specialty food shops. Receipts may be redeemed at the Visitor's Center located next to Build-A-Bear Workshop. (Limit one per customer, While Supplies Last)

“Broadway at the Beach has certainly grown over the past 13 years,” said Rebecca Feagin, marketing director for Broadway at the Beach. “Our goal at Broadway is to provide our guests with an entertaining attraction complete with diverse shopping, outstanding dining and a unique array of events. While our birthday celebration is held for Broadway at the Beach, it is in honor of our guests. Without our more than 169 million guests, Broadway at the Beach would not be where it is today.”

All events are free and open to the public. For more information about Broadway at the Beach, call (843) 444-3200 or visit BroadwayattheBeach.com.

About Broadway at the Beach

Broadway at the Beach is the largest festival entertainment complex in South Carolina and is owned and operated by Burroughs & Chapin Company Inc. The \$250 million attraction is set on 350-acres in the heart of Myrtle Beach and features three theaters, 19 restaurants and more than 100 specialty shops as well as attractions, nightclubs, and hotels, all surrounding the 23-acre Lake Broadway. The complex is a past recipient of the South Carolina Governor's Cup and was deemed the state's best travel destination by the South Carolina Department of Parks, Recreation & Tourism. Last year, 14.8 million people visited Broadway at the Beach, making it the region's most popular destination.

Among Broadway at the Beach's restaurants are Hard Rock Café, Planet Hollywood, Jimmy Buffett's Margaritaville and NASCAR Sports Grille. The complex also boasts three hotels, the Hampton Inn, the Fairfield Inn and the Holiday Inn Express. Broadway at the Beach is also home to the IMAX 3D Theatre, the award-winning Ripley's Aquarium, Palace Theatre, Carmike's Broadway Cinema 16 and the Pavilion Nostalgia Park, which features nine rides from the former Pavilion Amusement Park, one of Myrtle Beach's most popular family attractions for more than 58 years. The complex's Celebrity Square includes a New Orleans-inspired nightclub district.

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