



## NEWS RELEASE

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### **QROCK RADIO OFFICIALLY DEBUTS AT BROADWAY AT THE BEACH**

*May 22, 2009, Myrtle Beach, S.C.* — Representatives from Broadway at the Beach today announced that QRock Radio has officially debuted at the complex. QRock Radio will broadcast live internationally and offer nonstop streaming music, live radio personalities and contests and will be located at Broadway at the Beach, adjacent to Margaritaville. QRock Radio can be found at [www.QRockRadion.com](http://www.QRockRadion.com).

QRock features seven personalities — John “the Pilot” Van Pelt, Bob Scarborough, Mixin’ Dixon, The Freakin’ Deacon, Banana Jack Murphy, Bob Chase and Bill Hennecy — who significantly impacted Myrtle Beach radio while working with WKZQ Radio. WKZQ, one of the Myrtle Beach area’s most popular rock stations, was awarded number one station of the year seven times throughout the 70s and 80s by *Billboard Magazine* and The Freakin’ Deacon was named personality of the year.

“Listeners will hear the funk, the pop, the soul, and the rock like they did when Rock 102 boomed from radios up and down the beach,” said Scarborough. “These are the radio days that people reveled in. We will be live online, reaching out to the Myrtle Beach locals to make sure they know we appreciate them, and reconnecting with our old friends who vacationed here and who never lost touch with the beach they grew up loving.”

“We are thrilled to announce the debut of QRock Radio from our complex,” said Alicia Harper, marketing director for Burroughs & Chapin Company Inc. “Every local who loves rock remembers WKZQ Rock 102. Not only will QRock provide listeners with outstanding music, it will also provide Broadway at the Beach merchants with world-wide exposure through online broadcasts and ‘live remote’ type segments. Additionally, Myrtle Beach vacationers can stay in touch with the Myrtle Beach area by logging on from their home anywhere in the world. We wish QRock Radio much success as they broadcast music and Broadway at the Beach news to the world.”

QRock will also broadcast Broadway at the Beach’s Sprite *Under the Stars* Concert Series live every Tuesday from 7:30 to 9:30 p.m. beginning June 2. For more information about Broadway at the Beach, call (843) 444-3200 or visit [www.BroadwayattheBeach.com](http://www.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, 17 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, 13.6 million people visited Broadway at the Beach, making it the region’s most popular destination.

(more)

Among Broadway at the Beach's restaurants are Hard Rock Café, Planet Hollywood and Jimmy Buffett's Margaritaville. 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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