



NEWS RELEASE

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BROADWAY AT THE BEACH ANNOUNCES ENTERTAINMENT LINEUP FOR SUMMER SEND-OFF CELEBRATION

September 1, 2009, Myrtle Beach, S.C. — Broadway at the Beach will host a variety of festive events during the complex's annual Summer Send-Off on Saturday, September 5, from 4:00 to 9:00 p.m.

The Summer Send-Off entertainment lineup includes:

- KidzTime Kids Club presented by Wendy's Kick Off at Broadway Commons on Saturday, September 5 from 4:00 to 9:00 p.m. and at Myrtle Beach Pelicans BB&T Coastal Field on Sunday, September 6 from 5:00 to 6:00 p.m.
- Mascot Parade beginning at the Visitors Center at 7:00 p.m.
- Inflatables in Broadway Commons
- Ice cream and treats from Cold Stone Creamery and River Street Sweetz in Broadway Commons
- Sidewalk sales throughout the center
- Special live performances
 - 4:00 p.m. – The Dance Experience
 - 5:00 p.m. – Myrtle Beach School of Performing Arts
 - 6:00 p.m. – Studio of Dance
 - 7:00 p.m. – Carolina Freestyle Cloggers
- Fashion Show on the Celebrity Square stage at 5:00 p.m. with special emcee host, Tammy Johns-Brown, 2009 Mrs. United States. Line-up includes a selection of fashion from the following:
 - Myrtle Beach Pelicans
 - David & Goliath
 - Sunglass Warehouse
 - Fresh Produce
 - Southern Pearls
 - Disney Store
 - RAzzle Dazzle
 - Blondies
 - Ripley's Aquarium
 - Retro Active
 - Gemini Boutique

- Planet Hollywood
- Sparkles
- MagiQuest
- Heartfire
- Mango's
- Hard Rock Café
- Denim Xchange
- Sun Fun Celebration of Summer Concert Series with the Crocodile Rocks' Dueling Piano Players on Friday, September 4 at 7:30 p.m. in Celebrity Square
- Fireworks over Lake Broadway on Saturday, September 5th at 10:00 p.m.

“Even though the summer season is not technically over, the Labor Day weekend tends to mark it as such. With schools back in session, it is the perfect time to enjoy the last holiday of the season.” said Alicia Harper, marketing director Burroughs & Chapin Company, Inc. “Broadway at the Beach is the center of fun in Myrtle Beach and with the variety of entertainment, dining, shopping and selection of special activities, there’s no better place to enjoy this last holiday weekend of the summer.”

All activities are free-of-charge unless otherwise indicated. 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. 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 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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