



NEWS RELEASE

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BROADWAY AT THE BEACH TO HOST DAD ROCKS DAY IN CELEBRATION OF FATHER'S DAY

June 16, 2009, Myrtle Beach, S.C. – Broadway at the Beach will host Dad Rocks Day on Saturday, June 20. Perfect for a weekend family outing, Dad Rocks Day will feature a variety of activities including golf tips from Grande Dunes' Brad Redding; a fitness demonstration from Brandon Munn of Shaping Concepts; a baseball demonstration and autograph session with a Myrtle Beach Pelicans player; a boat and ATV show and fishing demonstrations sponsored by Bass Pro Shop. Dads will also receive a complimentary ticket to IMAX 3D with any paid admission.

Guests visiting Broadway at the Beach through June 18 can register to win one of four Dad Rocks Day packages. The package includes a dinner for two at Planet Hollywood, Hard Rock Café, Liberty Steakhouse & Brewery or Jimmy Buffett's Margaritaville; a \$50.00 Broadway at the Beach gift card; two tickets to a Myrtle Beach Pelicans baseball game; and a Dad Rocks shirt from Crazy Shirts. Guests may register at participating restaurant locations or the Broadway at the Beach Visitor's Center. The winner will be drawn and announced on June 19.

"Our Dads Rocks Day events are designed to create a fun and family friendly atmosphere for this most important day," said Alicia Harper, marketing director for Burroughs & Chapin Company, Inc. "We look forward to sharing the day with our guests."

For more information about Broadway at the Beach, call (843) 444-3200 or log onto 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, and Jimmy Buffett's Margaritaville. The complex also boasts three hotels, Hampton Inn, Fairfield Inn and Holiday Inn Express. Broadway at the Beach is also home to IMAX 3D Theatre, Ripley's Aquarium, the 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 also features Celebrity Square, a New Orleans-inspired nightclub district.