



NEWS RELEASE

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BROADWAY AT THE BEACH TO HOST 13th ANNUAL FALL FESTIVAL

October 3, 2008, Myrtle Beach, S.C. — The 13th annual Fall Festival will be held at Broadway at the Beach October 10-12. The weekend event offers an array of festive fall activities including hay rides, live entertainment, scarecrow pumpkin decorating and fireworks:

Friday, October 10

10:00 a.m. to 9:00 p.m. – Gift with Purchase

Guests are invited to redeem their receipts, totaling \$85 or more from any Broadway at the Beach retailer, at the Visitor's Center for a complementary Broadway at the Beach tailgating chair.

11:00 a.m. to 5:00 p.m. – Live Performances

Local school groups and dance teams will perform live on various stages throughout Broadway at the Beach.

4:00 to 7:00 p.m. – Fall Fun

Guests are invited to Broadway Commons for a variety of fall themed activities including a maze, hay rides, fall games, inflatable's, kids crafts and apple cider press demonstration. All fall fun activities are available for \$9 per person. A portion of the proceeds will benefit the Myrtle Beach chapter of the American Cancer Society's Relay for Life.

4:00 to 7:00 p.m. – Scarecrow Pumpkin Decorating Contest

Children up to 12 years-of-age are invited to participate in Broadway at the Beach's scarecrow pumpkin decorating contest, held at Broadway Commons.

Saturday, October 11

10:00 a.m. to 9:00 p.m. – Gift with Purchase

Guests are invited to redeem their receipts, totaling \$85 or more from any Broadway at the Beach retailer, at the Visitor's Center for a complementary Broadway at the Beach tailgating chair.

10:00 to 3:00 p.m. – Mascot Appearances

Various Broadway at the Beach mascots, including Prince Sparks, Splash, Bearemy and MagiQuest characters, will be on hand to mingle with guests.

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11:00 to 7:00 p.m. – Scarecrow Pumpkin Decorating Contest

Children 0 to 12 years-of-age are invited to participate in Broadway at the Beach's scarecrow pumpkin decorating contest, held at Broadway Commons.

12:00 to 3:00 p.m. – Chili Challenge

Guests are invited to sample some of the area's best chili prepared by local organizations and restaurants. Pre-registration is required to participate in the chili challenge. Tickets are available for \$5 per person to sample the chili. All proceeds will benefit the Myrtle Beach Chapter of the American Cancer Society's Relay for Life.

12:00 to 3:00 p.m. – Mulets Live in Concert

The Mulets will perform live in Celebrity Square.

2:00 to 4:00 p.m. – Balloons By Roman

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

6:00 to 8:00 p.m. – Face Painting

Face painter Jane, from Smilemakers, will be available for an evening of face painting fun in Carousel Park.

8:00 p.m. – Fireworks

Guests are invited to view Broadway at the Beach's firework display in honor of the festival.

Sunday, October 12

11:00 a.m. to 7:00 p.m. – Gift with Purchase

Guests are invited to redeem their receipts, totaling \$85 or more from any Broadway at the Beach retailer, at the Visitor's Center for a complimentary Broadway at the Beach tailgating chair.

11:00 a.m. to 5:00 p.m. – Live Performances

Local school groups and dance teams will perform live on various stages throughout Broadway at the Beach.

11:00 to 7:00 p.m. – Fall Fun

Guests are invited to Broadway Commons for a variety of fall themed activities including a maze, hay rides, fall games, inflatable's, kids crafts and apple cider press demonstration. All fall fun activities are available for \$9 per person. A portion of the proceeds will benefit the Myrtle Beach Chapter of the American Cancer Society's Relay for Life.

(more)

11:00 to 7:00 p.m. – Scarecrow Pumpkin Decorating Contest

Children 0 to 12 years-of-age are invited to participate in Broadway at the Beach’s scarecrow pumpkin decorating contest, held at Broadway Commons.

3:00 to 5:30 p.m. – Living Bronze Statues

Guests can view a variety of bronze “living” statues, including the new bronze “living” fountain, situated near Liberty Steakhouse and IT’SUGAR.

“Fall is upon us and what better way to celebrate the season then with a traditional fall festival,” said Rebecca Feagin, marketing director for Broadway at the Beach. “Not only does this event provide festive weekend activities for the entire family it also raises funds and awareness for a very worthy cause – the American Cancer Society’s Relay for Life. We look forward to celebrating the season with our guests.”

Unless otherwise noted, all Fall Festival events are free and open to the public. To pre-register for an event or for more information, call (843) 913-9327 or log onto 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, 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’s Celebrity Square includes a New Orleans-inspired nightclub district.

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