



NEWS RELEASE

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BROADWAY AT THE BEACH TO HOST FITNESS MONTH

June 2, 2009, Myrtle Beach, S.C. - Representatives from Broadway at the Beach today announced that June is Fitness Month at the entertainment complex. Throughout the month a variety of demonstrations and events will occur, including:

Saturday, June 6, 11:00 a.m. to 12:00 p.m.

Guests are invited to join Jennifer Croft from Strong Body Strong Mind for fitness tips for the family.

Saturday, June 6, 5:00 to 6:00 p.m.

Price Stephens from the Grande Dunes Tennis and Fitness Club will provide a tennis demonstration.

Saturday, June 13, 11:00 a.m. to 12:00 p.m.

Guests are invited to join Jennifer Croft from Strong Body Strong Mind for fitness tips for people with busy lives.

Saturday, June 13, 5:00 to 6:00 p.m.

Jessica Stout from Sacred Space Yoga & Healing Arts Center will host a yoga demonstration.

Saturday, June 20, 11:00 a.m. to 12:00 p.m.

Brandon Munn will offer a Shaping Concepts seminar.

Saturday, June 20, 5:00 to 6:00 p.m.

Brad Redding from the Grande Dunes Golf Academy will be on hand to provide a golf demonstration.

Saturday, June 27, 11:00 a.m. to 12:00 p.m.

Brandon Munn will offer a Shaping Concepts seminar.

Saturday, June 27, 5:00 to 6:00 p.m.

Nutritionist, Tamara Cullum, and chiropractor, Scott Cullum, will be on hand to instruct guests on how to maximize their lives.

For more information about Broadway at the Beach, 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.

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