



NEWS RELEASE

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MYRTLE BEACH'S HOLIDAY HARVEST AT BROADWAY AT THE BEACH CELEBRATES SOUTH CAROLINA COMMUNITY PRIDE

15-Day Festival To Feature A Farmers Market, Educational Demos, Hay Maze, Pumpkin Pyramid, Live Entertainment, Wine Tastings, Beer Garden, & More

October 8, 2009, Myrtle Beach, S.C. —Broadway at the Beach in Myrtle Beach, S.C. will be the site of a new fall festival designed to celebrate South Carolina community pride and showcase the bounty of South Carolina's agricultural industry, foods, wines and culinary expertise. Broadway at the Beach is partnering with the South Carolina Department of Agriculture and the South Carolina Cooperative Extension at Clemson University to stage a 15-day "Holiday Harvest" event that will take place from October 24 through November 7, 2009.

The festival will offer a wide variety of activities including live entertainment, a Farmers Market, wine tastings of selected South Carolina wines, a beer garden, and educational demonstrations —all held at scheduled times throughout the event. A "Carolina Cook-Off" judged by a panel of regional celebrities, will feature dishes made with South Carolina products.

"This is South Carolina's opportunity to shine as we celebrate the special things that we South Carolinians have to be proud of," said Michelle Sutton, vice

president of sales & marketing for Burroughs & Chapin Company, Inc. which owns and operates Broadway at the Beach. " South Carolina has a rich agricultural heritage and the Holiday Harvest will focus on that heritage.

Holiday Harvest will have the atmosphere of a fair with contests and other fun activities for everyone from children through adults. We'll also provide learning opportunities. We'll host school classes and provide presentations by 4H clubs, as well as explore how South Carolina approaches the important issue of recycling. From live entertainment to the Farmer's Market to booths brimming with regional foods, this will be a special festival that shines the spotlight on the best of South Carolina."

The 15-day festival will be alive with sites and activities like a massive Pumpkin Pyramid (made up of more than 3,000 pumpkins). An intriguing Hay Maze will be constructed on site and an impressive collection of antique tractors that once worked the fields of South Carolina farms will also be on display. Numerous booths will offer fall/ winter food specialties. Hay rides and sleigh rides will be available, and pumpkin decorating, face painting and a pumpkin pie eating contest will add to the atmosphere of fun.

On October 31, the Holiday Harvest will provide a safe and secure venue for parents to bring children to Trick or Treat, enjoy a haunted Hay Maze, and hear tales of South Carolina ghosts.

As fall comes to a close and the Christmas season draws near, the Holiday Harvest festival will change into a Christmas wonderland. Hay rides will become sleigh rides and the area will come alive for Christmas. In celebration of the beginning of the holidays, the festival will conclude with the annual Broadway at the Beach Christmas Tree Lighting Ceremony on November 7.

" This is the first time that a festival of this size has been held to showcase the best of South Carolina's agricultural community and we're honored to hold it at Broadway at the Beach," said Sutton. " Broadway at the Beach was originally conceived as a festival marketplace, so it's the perfect venue for the Holiday Harvest. We have the space to accommodate all the various activities and showcase large displays like the antique tractors and Farmers Market. We also have the space to grow the event and we are looking for it to become a South

Carolina tradition. We have a lot to be proud of in South Carolina, and the Holiday Harvest is a wonderful way to celebrate that.”

More information on the Holiday Harvest event is available online at HolidayHarvest.com or by calling 1-866-553-4508.

About Holiday Harvest 2009

Holiday Harvest is a 15-day festival that will be held from October 24 through November 7, 2009 at Broadway at the Beach in Myrtle Beach, S.C. Designed to showcase the bounty of South Carolina's agricultural industry, foods, wines and culinary expertise, it will offer a wide variety of activities including live entertainment, a Farmers Market, wine tastings of selected South Carolina wines, a beer garden, educational demonstrations, and other activities for everyone from children through adults. Holiday Harvest is made possible through a partnership of Broadway at the Beach, the South Carolina Department of Agriculture, the South Carolina Cooperative Extension at Clemson University, and WPDE News Channel 15.

More information on the Holiday Harvest event is available online at HolidayHarvest.com or by calling 1-866-553-4508.

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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