



NEWS RELEASE

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BROADWAY AT THE BEACH ANNOUNCES JANUARY ENTERTAINMENT LINEUP

January 8, 2009, Myrtle Beach, S.C. — Representatives from Broadway at the Beach today announced the Center's January entertainment lineup:

Now through Sunday, January 11 – “Santa vs. The Snowman 3D”

Enjoy the magic of “Santa vs. The Snowman 3D,” playing at the IMAX 3D Theatre. For daily schedules, visit the box office or log on to www.imax3dmyrtlebeach.com.

Now through Saturday, January 31 – Locals' Month

Broadway at the Beach is offering special promotions and offers to residents of Horry and Georgetown counties. Visit the Visitors Center or BroadwayattheBeach.com for more information.

Saturday, January 10 – KidzTime Kids Club Meeting at MagiQuest

Members of the KidzTime Kids Club are invited to MagiQuest to enjoy one hour of free play time and a loaner wand. Participants who already have a wand from MagiQuest are encouraged to bring it. The meeting is open to members, as well as those interested in joining. The KidzTime Kids Club is available to residents of Horry and Georgetown counties who are three to 10 years of age. Participants with last names starting with A-M should check in by 9 a.m., and participants with last names starting with N-Z should check in by 10 a.m. Those interested in participating must R.S.V.P. online by Wednesday, January 7 at BroadwayattheBeach.com.

Saturdays and Sundays: January 10, 11, 17, 18, 24, 25 and Saturday, January 31 – Swim with the Stingrays at Ripley's Aquarium

Ripley's Aquarium is offering the opportunity to enjoy a two-hour adventure with the aquarium's stingrays at 10:00 a.m., 12:00 p.m. or 2:00 p.m. This unique package includes admission, a behind-the-scenes tour, learning session, logo backpack and t-shirt and photo CD. The cost for the package is \$79.99 plus tax, or \$89.99 plus tax to snorkel with the stingrays. Participants must be at least six years of age. Call (843) 916-0888 for more information.

Friday, January 23, 7:00 – 8:00 a.m. – Kids Night Out at Ripley's Aquarium

Children, six to 14 years of age, are invited to spend the night at Ripley's Aquarium, which will include music, dancing, karaoke and scavenger hunts. An overnight campsite will also be set up in the aquarium's 330-foot tunnel for participants to “Sleep with the Sharks.” The cost for admission is \$39.99 plus tax.

All events are free and open to the public unless otherwise noted. For more information about Broadway at the Beach, call (843) 444-3200 or visit BroadwayattheBeach.com.

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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, 17 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, 13.6 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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