



NEWS RELEASE

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BROADWAY AT THE BEACH IN MYRTLE BEACH S.C. LAUNCHES CONTEST TO FIND THEIR NEXT GREAT MUSICAL JINGLE

Announcement Of Contest Was Part Of Opening Day At The Holiday Harvest Festival At Broadway At The Beach

October 27, 2009, Myrtle Beach, S.C. —A contest to find the next musical jingle for Broadway at the Beach in Myrtle Beach, S.C. was announced Saturday afternoon during the first day of the Holiday Harvest Festival at Broadway at the Beach. Broadway at the Beach organizers decided to hold the jingle contest so that everyone who has enjoyed Broadway at the Beach over the years can have a chance to be a part of the area's premier attraction. And, the community atmosphere surrounding Holiday Harvest was the perfect place to make that announcement.

The contest runs through November 22nd and is open to anyone interested in participating. It is being presented by QRockRadio.com, a live radio station broadcasting 24 hours daily from Broadway at the Beach. Jingle writers can submit their work by going to www.broadwayatthebeach.com where they will find a link to upload their mp3 file for consideration. Jingles will then be placed on the Web site where people can listen to them and vote on their favorite. The jingle that receives the most votes will be awarded the "people's choice award." The top 25 entries will be reviewed by a panel of judges who will narrow them

down to 10 and then choose the grand prize winner. The grand prize winner of the jingle contest will have his/ her jingle professionally produced and receive \$1000 in prize money. The " people's choice" winner will win a \$300 Broadway at the Beach gift card.

" Broadway at the Beach is the center of entertainment in this area, thanks to the tremendous community support we've received over the years," said Alicia Harper, marketing director for Burroughs & Chapin Company, Inc. which owns and operates Broadway at the Beach. " The Holiday Harvest is another great opportunity for community outreach and the perfect venue to make the announcement about our jingle contest."

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

More information on the Holiday Harvest event is available online at HolidayHarvest.com or by calling 1-866-553-4508. More information on the Broadway at the Beach jingle contest is available at www.broadwayatthebeach.com

About Holiday Harvest 2009

Holiday Harvest is a 15-day festival that is being 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 offers 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.

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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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