



NEWS RELEASE

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BROADWAY AT THE BEACH AND MYRTLE BEACH PELICANS ACCEPTING APPLICATIONS FOR 2009-2010 KIDZTIME KIDS CLUB PRESENTED BY WENDY'S

Year-Round Club Provides Fun Activities for Local Children Three to Twelve Years-of-Age

September 02, 2009, Myrtle Beach, S.C. — Representatives from Broadway at the Beach and the Myrtle Beach Pelicans today announced they are accepting applications for the 2009-2010 KidzTime Kids Club presented by Wendy's, a year-round club exclusively for children three to 12 years-of-age.

The 2009-2010 KidzTime season kicks off on Saturday, September 5 from 4:00 to 9:00 p.m. at Broadway Commons and on Sunday, September 6 from 5:00 to 6:00 p.m. at the Myrtle Beach Pelicans BB&T Coastal Field. At this time, parents can register their children for the club while enjoying the Summer Send-Off Celebration at Broadway At The Beach or a Sunday baseball game which begins at 6:05 p.m. KidzTime membership is \$25 and includes a club t-shirt; monthly events at a variety of Broadway at the Beach's tenants including Planet Hollywood, IMAX 3D Theatre, Ripley's Aquarium and the Hard Rock Cafe; participation in holiday parades and the KidzTime Festival; complimentary admission to Pelicans Sunday home baseball games; a 10 percent discount on Pelicans merchandise during Sunday home games; admission to exclusive events with Pelican team members; and a special birthday message from Prince Sparks, Splash and Wendy's. The first official KidzTime Kids Club event is Saturday, September 12 at Planet Hollywood at 10:00 a.m.

"We are thrilled to move forward this year and partner with the Myrtle Beach Pelicans and Wendy's to create a year-round program for the kids," said Alicia Harper, marketing director for Burroughs & Chapin Company, Inc. "By combining Broadway's and the Pelican's club memberships we can collectively enhance both the club's benefits and feature a more diverse offering of activities, entertainment and events."

"We are very excited to kick off this year-long kids club with Broadway at the Beach," said North Johnson, general manager for the Myrtle Beach Pelicans. "Broadway has always been an excellent partner and we are confident this club will be a great success. We look forward to a fun filled year of exciting events and activities."

(more)

For more information about Broadway at the Beach, call (843) 444-3200 or visit KidzTimeKidsClub.com or 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, 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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