



## NEWS RELEASE

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### **MYRTLE BEACH'S ONLY HOLIDAY PARADE TO TAKE PLACE AT BROADWAY AT THE BEACH**

#### **Santa Claus to Make Special Appearance to Help Ring in the Holiday Season**

*December 2, 2009 Myrtle Beach, S.C.* — Broadway at the Beach will host Myrtle Beach's only holiday parade on Saturday, December 5, at 11:00 a.m. to benefit the Salvation Army's Toys for Tots program. The celebration begins at the Visitors Center and will travel eastbound spreading holiday cheer throughout the Center ending at the Hard Rock Café. Many area organizations will be in attendance to help ring in the holiday season including the Grand Strand Humane Society, Girl Scout troops, area car clubs, Broadway at the Beach mascots and a special appearance from Santa Claus.

"We are thrilled to play host to the Myrtle Beach Holiday Parade again this year," said Michelle Sutton, vice president of sales and marketing for Burroughs & Chapin Company, Inc. "It is such a festive time of year and the holiday parade is the perfect event for families to enjoy. We look forward to seeing everyone out at Broadway this weekend and we wish everyone a happy holiday season."

For more information about Broadway at the Beach, call (843) 444-3200 or visit [BroadwayattheBeach.com](http://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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