



NEWS RELEASE

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BROADWAY AT THE BEACH ANNOUNCES ENTERTAINMENT LINEUP FOR STAR SPANGLED CELEBRATION

June 27, 2008, Myrtle Beach, S.C. — Representatives from Broadway at the Beach today announced they will host a variety of patriotic events during their annual Star Spangled Celebration Monday, June 30 through Sunday, July 6. The Star Spangled Celebration entertainment lineup includes:

Monday, June 30, 8:00 to 10:00 p.m.

Strolling Mime

Guests can enjoy the varied antics of the mime as he strolls throughout Broadway.

Tuesday, July 1, 7:00 to 8:30 p.m.

Parade of Mascots and Characters

Broadway at the Beach mascots and characters, such as Prince Sparks, Splash from the Myrtle Beach Pelicans, Sharkee from Ripley's Aquarium, characters and performers from MagiQuest and the Palace Theatre, and more parade through Broadway at the Beach accompanied by a jazz musician.

Tuesday, July 1, 7:00 to 10:00 p.m.

Balloons by Roman

Balloon artist Roman will set-up in the Children's Play Park to create a variety of complementary balloon designs for all guests.

Tuesday, July 1, 8:00 to 8:30 p.m.

Gabbie Rae as "Hannah Montana"

This talented nine-year-old will perform a variety of "Hannah Montana" hits on the stage in Heroes Harbor. For more information about Gabbie Rae, visit GabbieRae.com.

Tuesday, July 1, 10:00 p.m.

Fireworks Show

Grucci of New York will showcase their fireworks display over Lake Broadway.

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Wednesday, July 2, 6:00 to 8:00 p.m.

Salem Baptist Church Chorale Live

The members of Salem Baptist Church Chorale from Salem Baptist Church, Richmond, Virginia will perform live on the Heroes Harbor stage.

Wednesday, July 2, 7:00 to 10:00 p.m.

Paul Black Live

Raising awareness for Pediatric Cancer Research, Paul Black will perform a selection of popular hits in the Charleston Boardwalk area.

Thursday, July 3, 6:00 to 8:30 p.m.

Bronze Living Statues

Guests can view a variety of bronze “living” statues, including the new bronze “living” fountain, situated throughout the Broadway at the Beach complex.

Thursday, July 3, 7:00 p.m.

The Band Perry Live – Vault™ Under the Stars Summer Concert Series

The Band Perry will perform live on the Heroes Harbor Stage as part of Broadway at the Beach’s Vault™ Under the Stars Summer Concert Series.

Friday, July 4, 6:00 to 10:00 p.m.

The Tams Live

The Tams, a popular beach band, will perform live in Celebrity Square.

Friday, July 4, 6:15 to 7:00 p.m.

Gabbie Rae as “Hannah Montana”

This talented nine-year-old will perform a variety of “Hannah Montana” hits on the stage in Heroes Harbor. For more information about Gabbie Rae, visit GabbieRae.com.

Friday, July 4, 6:30 to 8:00 p.m.

Mascot Meet-and-Greet

Guests will have the opportunity to meet their favorite Broadway at the Beach mascots during this meet-and-greet session near the Center Court.

Friday, July 4, 6:30 to 9:30 p.m.

Balloons by Roman

Balloon artist Roman will set-up in Carousel Park to create a variety of complementary balloon designs for all guests.

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Friday, July 4, 7:30 p.m. and 9:00 p.m.

Carolina FreeStyle Cloggers

The Carolina FreeStyle Cloggers of Chapin, S.C. will entertain guests with two performances in Heroes Harbor.

Friday, July 4, 8:00 to 10:00 p.m.

Strolling Mime

Guests can enjoy the varied antics of the mime as he strolls throughout Broadway.

Friday, July 4, 10:00 p.m.

Fireworks Show

Grucci of New York will showcase their fireworks display over Lake Broadway.

Saturday, July 5, 6:00 to 10:00 p.m.

Peralta Live

Peralta, a popular high energy latin and rock band, will perform live in Celebrity Square.

Saturday, July 5, 7:00 to 9:00 p.m.

Face Painting by Smikemakers

Face painter, Jane from Smilemakers, will be available for an evening of face painting fun in the Children's Play Park.

Sunday, July 6, 6:00 to 8:00 p.m.

Myrtle Beach Pipe Band

Guests can enjoy the Myrtle Beach Pipe Band as they stroll throughout Broadway at the Beach.

Sunday, July 6, 8:30 to 9:15 p.m.

Polynesian Fire and Hula Show

This authentic Polynesian Show, performed by Chief Sam Kanekoa will feature knife throwing, fire eating and fire throwing.

“The Fourth of July is always a fun time of year. We decided to expand the holiday and celebrate for a week rather than just one day,” said Rebecca Feagin, marketing director for Broadway at the Beach. “Our Star Spangled Celebration features a variety of patriotic activities that are perfect for the entire family. We look forward to a great event as we celebrate the holiday with our guests.”

Broadway at the Beach's Star Spangled Celebration is free and open to the public. For more information about Broadway at the Beach, call (843) 444-3200 or visit 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.

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Among Broadway at the Beach's restaurants are Hard Rock Café, Planet Hollywood, Jimmy Buffett's Margaritaville and NASCAR Sports Grille. 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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