



NEWS RELEASE

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BROADWAY AT THE BEACH TO HOST 12th ANNUAL “A TASTE OF BROADWAY”

April 10, 2008, Myrtle Beach, S.C. — The 12th annual “A Taste of Broadway” will be held at Broadway at the Beach April 18-April 20. The weekend-long event offers an array of festive activities including cuisine samplings, giveaways and special sales. The weekend’s lineup of activities includes:

Friday, April 18

10:00 a.m. to 10:00 p.m. Spring sales at participating Broadway at the Beach merchants

10:00 a.m. to 10:00 p.m. Gift with Purchase – Guests are invited to redeem their receipts, totaling \$50 or more from any Broadway at the Beach retailer, at the Visitor’s Center for a complementary Prince Sparks plush doll. Three Prince Sparks plush dolls will contain a \$150 Broadway at the Beach Gift Card.

Saturday, April 19

8:00 a.m. 6th Annual Kiwanis Miniature Golf Tournament at Dragon’s Lair Fantasy Golf. Registration forms are available at the Visitor’s Center.

9:00 a.m. 10th Annual 5K Run/Walk. Registration is available at GrandStrandRunner.com

10:00 a.m. to 10:00 p.m. Spring sales at participating Broadway at the Beach merchants

10:00 a.m. to 10:00 p.m. Gift with Purchase

11:00 a.m. to 12:00 p.m. 6th Annual Ultimate Eating Tournament in Celebrity Square which is sanctioned by the International Federation of Competitive Eating (IFOCE). The competitors will be eating the following items:

- Wings from Amici's Bistro & Brick Oven Pizzeria
- Hot Dogs and Buns from Johnny Rockets
- Ices from Rita's Italian Ice
- Nachos from Señor Frogs
- Pizza from Uno Chicago Grill

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12:00 to 4:00 p.m. “A Taste of Broadway” Cuisine Sampling in Celebrity Square
-Cuisine sampling will be provided by the following restaurants:
-Amici's Bistro & Brick Oven Pizzeria
-Chick-Fil-A
-Hard Rock Cafe
-Jimmy Buffett's Margaritaville
-Joe's Crab Shack
-Johnny Rockets
-Key West Grill
-Liberty Steakhouse & Brewery
-NASCAR Sports Grill
-Rita's Italian Ice
-River Street Sweets
-Señor Frogs
-Uno Chicago Grill
-Wee R Sweetz
-Tickets will be available for \$1.00 each and can be purchased at the event

12:00 to 4:00 p.m. KidzZone, which is located at the fountain near Celebrity Square, will feature a variety of activities and mascot meet-and-greet opportunities from an array of Broadway at the Beach attractions including:
-Carmike's Broadway Cinema 16
-IMAX 3D Theatre
-MagiQuest
-Myrtle Beach Pelicans
-Myrtle Waves Water Park
-NASCAR SpeedPark
-Pavilion Nostalgia Park
-Ripken Experience-Myrtle Beach
-Ripley's Aquarium

1:00 to 4:00 p.m. Live Entertainment in Celebrity Square with “Sawgrass”

9:00 p.m. Fireworks by Grucci of New York over Lake Broadway

Sunday, April 20

10:00 a.m. to 10:00 p.m. Spring sales at participating merchants

10:00 a.m. to 10:00 p.m. Gift with Purchase

“Taste of Broadway’ is always an excellent event for Broadway at the Beach,” said Rebecca Feagin, marketing director for Broadway at the Beach. “We have many unique activities scheduled this year, several of which benefit the Waccamaw Youth Center, a local charity for troubled youth. Over the years, our ‘A Taste of Broadway’ events have raised more than \$30,000 for the Waccamaw Youth Center. We look forward to seeing everyone out during this family-friendly event.”

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Unless otherwise noted, “A Taste of Broadway” is free and open to the public. For more information about “A Taste of Broadway” or Broadway at the Beach, call (843) 444-3200 or log onto 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, Jimmy Buffett's Margaritaville and NASCAR Sports Grille. The complex also boasts three hotels, Hampton Inn Fairfield Inn and Holiday Inn Express. Broadway at the Beach is also home to IMAX 3D Theatre, Ripley's Aquarium, the 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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