



NEWS RELEASE

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BROADWAY AT THE BEACH TO HOST 14th ANNUAL TREE LIGHTING CEREMONY

Lowes Foods Official Sponsor of Broadway at the Beach's 52 Foot Musical Tree of Lights

November 13, 2008, Myrtle Beach, S.C. — Representatives from Broadway at the Beach today announced the Center will host the 14th annual tree lighting ceremony on Saturday, November 22 at 6:00 p.m. in Center Court, which is located adjacent to Department 56 on the 21st Avenue side of the Center. Lowes Foods is the 2008 official sponsor of Broadway's Musical Tree of Lights.

This festive ceremony, which is emceed by *WPDE's* Ed Piotrowski, will feature performances by the cast of The Palace Theatre's "Le Grande Cirque Holiday Special" and "The Magical Spirit of Ireland"; the Carolina Master Chorale; the Carolina FreeStyle Cloggers; Gabbie Rae as "Hannah Montana"; "The Socastee Singers"; and the Coastal Youth Ballet Theater, who will reprise a scene from "The Nutcracker". A variety of Broadway mascots, including Prince Sparks, Sharkee from Ripley's Aquarium, Santa Claus and characters from MagiQuest, will also be a part of the ceremony.

Broadway's Musical Tree of Lights is 52 feet in height and features 141,120 lights. Nightly shows take place on the hour from 5:00 to 9:00 p.m. through December 31. The tree's lights are synchronized to five traditional holiday songs including "All I Want for Christmas", "Most Wonderful Time of Year", "Holly Jolly Christmas" and "Little Saint Nick". As the final song, "Let it Snow" plays, snow begins falling around the tree. Each show, which lasts approximately 12 minutes, is free and open to the public.

Broadway at the Beach also features a 40 foot Christmas tree next to Tripps Restaurant and a 36 foot tree located at the entrance of Heroes Harbor.

"Our Musical Tree of Lights is always a popular attraction," said Rebecca Feagin, marketing director for Broadway at the Beach. "We are very proud to have Lowes Foods participate this year as the official sponsor of our tree and we wish all of our guests a happy holiday season."

The 14th annual tree lighting ceremony 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 and is owned and operated by Burroughs & Chapin Company Inc. The \$250 million attraction is set on 350-acres in the heart of Myrtle Beach and features three theaters, 17 restaurants and more than 100 specialty shops as well as attractions, nightclubs, and hotels, all surrounding the 23-acre Lake Broadway. The

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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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