



MEDIA ADVISORY

TO: Newspaper Editors & Reporters, Radio & TV News Directors

FROM: Monique Newton or Jamie Wilburn, LHWH
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RE: Broadway At The Beach Hosts Complex-Wide Party To Celebrate Its 15th
Birthday As An Award-Winning Attraction

DATE: June 24, 2010

Broadway at the Beach will celebrate its 15th birthday in a big way on Saturday, June 26, 2010. Hit rock band Blues Traveler will headline the festivities with a concert at 8 p.m. and "Blow Out The Candles on the Broadway Birthday Cake" will begin at 4 p.m. There will be free birthday cupcakes for celebrants while supplies last.

The festival entertainment complex will also have stilt walkers, face painting, a Ridemakerz RZ Demo and a special fireworks display over Lake Broadway at 10 p.m.

The 15th birthday celebration is the centerpiece of Broadway at the Beach's "Summer of Live Entertainment." Throughout the summer, guests are being treated to concerts, contests, fireworks, mascot meet-and-greets and more. Blues Traveler is coming to Broadway at the Beach as part of its 2010 Concert Series, co-sponsored by Hard Rock Cafe and Celebrity Square.

Blues Traveler first began jamming its alternative rock sounds in the late '80s, and since then, the quintet has combined worldwide sales of more than ten million units.

Tickets are on sale now for \$25 and they can be purchased at the Myrtle Beach Hard Rock Café gift shop at Broadway at the Beach or by calling (843) 946-0007. Tickets are \$30 at the door.

For more information about Broadway at the Beach, visit www.BroadwayattheBeach.com, call 1-800-386-4662, follow it on [Twitter](#) or become a fan on [Facebook](#).

DATE: Saturday, June 26, 2010

TIME: All Day

EVENT: Broadway At The Beach Birthday Bash

LOCATION: Broadway at the Beach
1325 Celebrity Circle
Myrtle Beach, S.C. 29577
(843) 444-3200