



MEDIA ADVISORY

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

FROM: Monique Newton or Jamie Wilburn, LHWH
(843) 448-1123 or mnewton@lhwh.com

RE: Broadway At The Beach To Hold Independence Day "Star Spangled Spectacular" With Two Fireworks Shows, Free Shuttle Service; Additional Parking Provided

DATE: June 28, 2010

Broadway at the Beach will celebrate Independence Day with a "Star Spangled Spectacular" from Saturday, July 3 through Monday, July 5, 2010. Many free, family-friendly events will be held throughout the weekend.

The celebration will feature fireworks, face painting, balloon animal creations, carriage rides, mascot meet-and-greets and free concerts. In addition, people will have the chance to win free admission to the American Presidential Experience by answering presidential trivia questions broadcast over Radio Broadway. The exhibit is the country's largest traveling showcase of presidential memorabilia and has made a home at Broadway at the Beach for the summer.

Broadway at the Beach will present special fireworks shows on both Saturday, July 3 and Sunday, July 4 at 10 p.m.

In addition to the more than 5,500 parking spaces throughout Broadway at the Beach, more parking will be available near Planet Hollywood off of 29th Ave. North. Additional handicap parking will be near the Broadway at the Beach Visitor's Center on the 21st Ave. North side of the property. Free pick-up and drop-off shuttle service will run on July 3 and July 4 from 5 p.m. to midnight from pick-up points near Planet Hollywood, Ron Jon Surf Shop and the Pavilion Nostalgia Park.

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

A detailed events listing follows this advisory.

DATE: Saturday, July 3, 2010
Sunday, July 4, 2010

TIME: All day on both days

EVENT: Star Spangled Spectacular

LOCATION: Broadway at the Beach
1322 Celebrity Circle
Myrtle Beach, S.C. 29577
(843) 946-0007

“Star Spangled Spectacular” Schedule of Events

Saturday, July 3

- ◆ Face Painting
- ◆ Balloon Animals
- ◆ Mascot Meet and Mingle
- ◆ Win free admission to the American Presidential Experience by answering presidential trivia questions broadcast over Radio Broadway
- ◆ Rock-n-Roll Café & Theater Meet and Greet
- ◆ The Palace Theatre’s strolling cast of “Alice in Wonderland” 5:00 p.m. – 6:00 p.m.
- ◆ Mincey’s Carriage and Tours, various locations around Broadway at the Beach, 6:00 p.m. – 10:00 p.m. (weather permitting)
- ◆ Fireworks over Lake Broadway, 10:00 p.m.
- ◆ Live music from Frontiers at the Hard Rock Cafe, 10:30 p.m.

Sunday, July 4

- ◆ Face Painting
- ◆ Balloon Animals
- ◆ Mascot Meet and Mingle
- ◆ Win free admission to the American Presidential Experience by answering presidential trivia questions broadcast over Radio Broadway
- ◆ Carolina FreeStyle performing live on the Heroes Harbor Sprite Stage, 9:00 p.m.
- ◆ Live music at Hard Rock Cafe, 10:30 p.m.
- ◆ Fireworks over Lake Broadway, 10:00 p.m.

Monday, July 5

- ◆ Face Painting
- ◆ Balloon Animals
- ◆ Mascot Meet and Mingle
- ◆ Win free admission to the American Presidential Experience by answering presidential trivia questions broadcast over Radio Broadway
- ◆ 2010 Summer Concert Series in Celebrity Square featuring Pat Benatar, 8:00 p.m. (ticketed)
- ◆ Dixie Strolling Performer, 8:00 p.m. – 10:00 p.m.
- ◆ Live music from Eason Duo at Hard Rock Cafe, 10:30 p.m.