



NEWS RELEASE

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BROADWAY AT THE BEACH TO HOST FAMILY ACTIVITIES, TOP MUSICIANS AT "SUMMER OF LIVE ENTERTAINMENT"

Entertainment Will Run From June Through Early September With Activities Every Night Of The Week And Concert Series Headlined By Musicians Like Everclear And Pat Benatar

May 28, 2010, Myrtle Beach, S.C. – Broadway at the Beach officials announced today the details of the venue's exciting "Summer of Live Entertainment" from June 1 through Labor Day weekend. The event is will feature a series of concerts, contests, fireworks, mascot meet-and-greets and more for the entire family.

The 2Thousand10 Concert Series, co-sponsored by Hard Rock Cafe and Celebrity Square, will run throughout the summer on the Celebrity Square Stage on Thursday nights. It will showcase 15 popular performers and world-renowned bands including Everclear, Pat Benatar, Cowboy Mouth, Little River Band and Blues Travelers.

Each Tuesday at 7 p.m. from June 1 through August 31, the festival entertainment complex will also host the free "Sprite® Under The Stars" Concert Series featuring hit acts from across the region like Tokyo Joe, Hot Sauce, The Paul Grimshaw Band, Jah Creation and Liquid Platinum. This will take place at the Heroes Harbor Stage. A "Fireworks Spectacular" will follow each concert at 10 p.m.

Other activities will include appearances by the eight-foot Margaritaville Stilt Walkers, the Dixie Strolling performers and live performances by Gabbie Rae and the Wow Factory. Visitors will have a chance to meet their favorite mascots in the mascot meet-and-greets on Wednesday nights at 6 p.m.

Many of the activities throughout the month of June will commemorate the 15th Birthday of the opening of Broadway at the Beach. On Saturday, June 26, a complex-wide birthday party will be held. It will feature numerous free activities like a mascot meet-and-greet and fireworks show, as well as complimentary cake for more than 500 celebrants.

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“We're excited to bring the very best to Broadway at the Beach every night this summer during the Summer of Live Entertainment,” said Patrick Walsh, senior vice president of asset management at Burroughs & Chapin Company, Inc., parent company of Broadway at the Beach. “There will be something for every member of the family – from great concerts and

fireworks shows to mascot meet-and-greets and face painting, there will be non-stop fun at Broadway at the Beach this summer.”

Tickets are now on sale for the concerts featuring Cowboy Mouth, Everclear, Blues Travelers, Pat Benatar and Little River Band. They can be purchased at the Myrtle Beach Hard Rock Café gift shop at Broadway at the Beach or by calling (843) 946-0007.

The remaining concerts are free and open to the public. Alcohol is not permitted.

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

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 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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