



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: "Summer Of Live Entertainment" Kicks Off At Broadway at the Beach

DATE: June 1, 2010

Broadway at the Beach will kick off its "Summer of Live Entertainment" with a performance at 7 p.m. by the Columbia, S.C.-based rock band Tokyo Joe and a fireworks show at 10 p.m.

This concert is one of more than a dozen that will take place from now through August 31 on Tuesday nights as part of the festival entertainment complex's free "Sprite® Under The Stars" Concert Series. Other hit acts from across the region that are scheduled to perform include Hot Sauce, The Paul Grimshaw Band, Jah Creation and Liquid Platinum.

The "Summer of Live Entertainment" will also feature the 2Thousand10 Concert Series, presented by Broadway at the Beach, Hard Rock Cafe and Celebrity Square. It will run on Thursdays throughout the summer on the Celebrity Square Stage and showcase 15 hit performers and world-renowned bands including Everclear, Pat Benatar, Cowboy Mouth, Little River Band and Blues Travelers. Other activities throughout the summer include the Dixie Strolling performer, the 8-foot Margaritaville Stilt Walkers, mascot meet-and-greets, face painting and more.

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

DATE: Tuesday, June 1, 2010

TIME: 7 p.m. until 10:45 p.m.

EVENT: Summer Of Live Entertainment Kick Off

LOCATION: Broadway at the Beach
Heroes Harbor Stage
1325 Celebrity Circle
Myrtle Beach, SC 29577
(843) 444-3200