



## NEWS RELEASE

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### **ONE OF MYRTLE BEACH'S TOP ATTRACTIONS, BROADWAY AT THE BEACH, CELEBRATES 15<sup>th</sup> BIRTHDAY WITH A VARIETY OF ENTERTAINMENT**

#### **Largest Entertainment Complex In South Carolina Celebrates Milestone From June 17 Through June 26 With Live Concerts, Lots Of Family Fun, Fireworks And A Massive Cake**

*June 14, 2010, Myrtle Beach, S.C.* – One of South Carolina's top attractions, Broadway at the Beach, will celebrate its 15<sup>th</sup> birthday this summer. Special events commemorating the milestone are scheduled for June 17 through June 26, 2010. The weeklong celebration will kick-off with live concerts by Cowboy Mouth and Everclear. To wrap-up the birthday festivities on June 26, the venue will hold a complex-wide birthday party where more than 500 guests will receive complimentary Broadway at the Beach birthday cake.

The 15<sup>th</sup> Birthday Celebration is the centerpiece of Broadway at the Beach's "Summer of Live Entertainment." Throughout the summer, guests will be treated to concerts, contests, fireworks, mascot meet-and-greets and more. There will also be two concert series, the 2Thousand10 Concert Series, co-sponsored by Hard Rock Cafe and Celebrity Square, and the "Sprite® Under The Stars" Concert Series.

"It's exciting to see Broadway at the Beach reach its 15<sup>th</sup> birthday as a vibrant and exciting entertainment option for locals and visitors alike," said Sherry Leonard, general manager of Broadway at the Beach, "From its first day 15 years ago, Broadway at the Beach has delivered on its promise to be Myrtle Beach's center of fun. We look forward to many more years of bringing the very best in shopping, dining and entertainment to our visitors."

Fifteen years after evolving from an old pine tree farm into the largest festival entertainment complex in South Carolina, Broadway at the Beach continues to grow with new tenants and attractions. Ron Jon Surf Shop recently celebrated its grand opening. Also, the first half of the "Soar and Explore" attraction, a pirate-themed ropes course managed by WonderWorks, opened in late May as the first ropes course to open in the Myrtle Beach area.

The Rock-n-Roll Cafe & Theater, Myrtle Beach's new concert-style showroom is making its debut at Broadway at the Beach this month, as well as phase two of Soar and Explore, a zip

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line ride that takes thrill-seekers over the 23-acre Lake Broadway.

In the next few weeks, a unique venue is making Broadway at the Beach its temporary home.

The American Presidential Experience is the largest travelling exhibit of presidential memorabilia in the world. The 10,000-square-foot, non-partisan exhibit celebrates three centuries of presidential history and includes a wide variety of items and activities, including life-size replicas of Air Force One, the Oval Office, a collection of first lady gowns, presidential chairs, presidential panels, talking presidential heads, interactive voting stations and much more.

In addition, construction has begun on WonderWorks, a 29,000-square-foot upside down interactive science museum that is scheduled to open at Broadway at the Beach in the spring of 2011. The museum will feature dozens of hands-on activities for people of all ages.

Over the last 15 years, Broadway at the Beach has received the Myrtle Beach Chamber of Commerce's Business Innovation Award, the S.C. Department of Parks Recreation & Tourism's "Most Outstanding Attraction" award, and the South Carolina Governor's Cup as the state's best travel destination.

For more information about Broadway at the Beach, visit [www.BroadwayattheBeach.com](http://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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