



## NEWS RELEASE

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### **BROADWAY AT THE BEACH IN MYRTLE BEACH, S.C., TO HOST SOUTH CAROLINA STATE FIREFIGHTERS ASSOCIATION ANNUAL COMBAT CHALLENGE**

#### **More Than 50 Competitors From Across The State Will Gather For An Action-Packed Day Of Heart-Pounding Competition At The Festival Entertainment Complex**

*June 9, 2010, Myrtle Beach, S.C.* – Firefighters from across the state will compete against each other at Broadway at the Beach for the 15<sup>th</sup> Annual South Carolina State Firefighters Association Combat Challenge on Friday, June 11, 2010 from 11 a.m. to 7 p.m. in the parking lot in front of the Hard Rock Cafe.

The challenge seeks to encourage firefighter fitness and demonstrate the profession's rigors to the public. Pairs of competitors, decked out in full bunker gear and the Air-Pak breathing apparatus, race head-to-head as they simulate the physical demands of real-life firefighting by performing a linked series of five tasks, including climbing a five-story tower, hoisting, chopping, dragging hoses and rescuing a life-sized, 175-pound dummy victim as they race against themselves, their opponents and the clock.

The event will draw more than 2,000 firefighters, families and spectators to the festival entertainment complex.

“We're honored that the S.C. State Firefighters Association has again selected Broadway at the Beach as the site of this state-level challenge,” said Pat Walsh, senior vice president of asset management at Burroughs & Chapin Company, Inc., parent company of Broadway at the Beach. “It will be wonderful to share our complex with some first-timers and returning visitors. If you've never seen a firefighter combat challenge, we hope you'll stop by and watch some of this.”

In March, Broadway at the Beach announced that it will be the site of another large-scale firefighting competition. The Scott Firefighter Combat Challenge World Challenge XIX will take place from November 9 through November 13, 2010 on the northwest corner of Broadway at the Beach.

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The event, which is hosted by OnTarget Communications, Inc., is expected to attract about 1,500 firefighters and more than 4,000 of their family and friends from about 25 municipalities of all sizes throughout the United States, Canada and other countries like New Zealand, Germany, Argentina, Chile and South Africa.

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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