

2008 Sun Fun Festival Media/Press Releases

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If you are local media interested in covering this event, please contact: Nancy Gray, Media Communications Manager at Nancy.Gray@VisitMyrtleBeach.com.

2009 Miss Sun Fun USA Pageant Winners Announced

June 11, 2008

MYRTLE BEACH, S.C. – The Miss Sun Fun USA® 2009 and Miss Sun Fun Teen USA® 2009 pageant yielded winners from Conway and Florence. The pageant was held June 7 at the Myrtle Beach High School auditorium in conjunction with the 57th annual Sun Fun Festival, June 5-9. This year's pageant theme was "A Beach Ball Blast."

Leah Hickman of Florence was crowned Miss Sun Fun USA. Hickman, who is 24 years old, is a manager/assistant buyer at Heyward & Hanna and a 2006 Clemson University honor graduate. Her ambition is to open her own specialty boutique and present her own designs. Hickman has earned such honors as Miss Lake Murray and Top 10 Miss South Carolina USA 2008.

Hickman and her family have spent a great deal of time on the Grand Strand, and she considers Myrtle Beach to be her second home. "I have firsthand knowledge of all the wonderful things the Myrtle Beach area has to offer," Hickman said. "No matter your age or background, there is something fun and exciting to do in Myrtle Beach. It will be an honor representing the area."

Courtney Sellers of Conway secured the crown for Miss Sun Fun Teen USA. An 18-year-old graduate from Carolina Forest High School, Sellers plans to attend Southern Wesleyan University in the fall and obtain a degree in forensic science. She then intends to earn a master's degree and work in a crime lab. Sellers is actively involved with Andy's Special Friends, a nonprofit organization that provides Myrtle Beach weekend getaways for children with cancer.

"The Myrtle Beach area has so much to offer visiting families," Sellers said. "Growing up in Horry County and living only 15 miles from the beach, I can share my knowledge and experiences with others visiting the Myrtle Beach area."

Pageant winners will compete, expenses paid, in the Miss South Carolina USA and Miss South Carolina Teen USA pageants Nov. 21-22 in North Charleston. Miss Sun Fun USA and Miss Sun Fun Teen USA also will represent the Myrtle Beach Area Chamber of Commerce, its member businesses and the Grand Strand throughout their reigns, participating in festivals, promotional trips and local events.

Other Miss Sun Fun USA winners were Courtney Holmes of Loris, first runner-up; Kayce LeNeave of Travelers Rest, second runner-up; Natalie Revell of Florence, Miss Congeniality; and Lindsay Dangerfield of Goose Creek, Miss Photogenic.

Other Miss Sun Fun Teen USA winners were Margaret Ann Carter of Mt. Pleasant, first runner-up; Caroline Trawick of Blythewood, second runner-up; Hailey Morse of Simpsonville, Teen Congeniality; and Courtney Sellers, Teen Photogenic.

A total of 36 contestants competed in three equally weighted categories: swimsuit, evening gown and interview. Important qualities include poise, personality, beauty of face and figure and the ability to speak articulately about the Grand Strand area.

“This year’s Miss Sun Fun and Miss Sun Fun Teen pageant featured an exceptional field of contestants,” said Paula Miles, pageant director and director of the Miss South Carolina USA/Teen USA pageant.

An impressive panel of professionals was involved in the production of the event. Judges came to Myrtle Beach from around the country, and RPM Productions’ veteran choreographer Dr. Donald Campbell produced the show. Hosting the pageants were Miss Sun Fun USA 2006 Joycelyn McElveen and reigning queens Miss Sun Fun USA 2008 Jana Snapp and Miss Sun Fun Teen USA 2008 Arielle Conklin.

The Sun Fun Festival began modestly in June 1951, when a handful of regional beauty queens, riding in Nash Ramblers, arrived in Myrtle Beach to add some luster to the 14 events that comprised the inaugural festival. Fifty-seven years later, the festival has earned the distinction of being one of the largest annual festivals in the Carolinas.

For more information about the pageants, visit SunFunFestival.com or call Paula Miles, executive director, RPM Productions Inc., at (803) 648-6220.

The Grand Strand’s summer festival season begins with the 57th annual Sun Fun Festival, June 5-9, and ends with the Beach, Boogie & BBQ Festival Aug. 29-30. Sponsored by the Myrtle Beach Area Chamber of Commerce, the festivals offer days full of free, family-friendly events, headline concerts, Miss Sun Fun pageant and much, much more. The Sun Fun Festival will offer tethered hot air balloon and boat rides, celebrity meet and greets, sporting events, food and arts/crafts vendors, favorite kids’ characters in costume, to name a few activities. For a complete list of events, visit SunFunFestival.com.

Editorial note: Digital images are available upon request.

2008 Sun Fun Festival Goes Green

June 2, 2008 MYRTLE BEACH, S.C. – The Myrtle Beach Area Chamber of Commerce, city of Myrtle Beach and Horry County Solid Waste Authority are collaborating to recycle Sun Fun Festival beverage containers, a festival first. Festival participants will be able to recycle aluminum and plastic beverage containers. Fifteen recycling containers will be placed on festival grounds.

“We look forward to a long partnership with the city and Solid Waste Authority, not just for Sun Fun but for our other festivals as well,” said Holly McMillan, chamber director of festivals. “As an avid recycler, I’m delighted that the festival is setting an example as a community event with an environmentally friendly twist, and I’m confident that we’ll put more than a dent in reducing the amount of festival trash sent to the landfill.”

“I’m excited about bringing recycling to Myrtle Beach’s main event,” said Esther Murphy, director of recycling and corporate affairs, Solid Waste Authority. “If it’s a warm weekend, we’ll be recycling a good number of plastic bottles.”

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Credentialing and T-Shirt Pick-Up 2008 Sun Fun Festival®

Tuesday, June 3 10 a.m.-noon and 1-3 p.m.

Myrtle Beach Area Chamber of Commerce, 1200 N. Oak St.

Media may pick up the credential badges and T-shirts (imprinted with "Media") ordered for the Sun Fun Festival. The scheduled pick-up is 10 a.m.-noon and 1-3 p.m., Tuesday, June 3, at the chamber's main office.

During pick-up, media will also receive a press kit on CD with Sun Fun Festival news releases and media alerts, logos, photos and images, celebrity bios, a map of the festival grounds and an event schedule.

In addition to facilitating event coverage, wearing a 2008 Sun Fun Festival badge allows access to the VIP Hospitality Tent in Valor Memorial Garden. The VIP Hospitality Tent will be open 6-9 p.m., Friday, June 6, and 10 a.m.-9 p.m., Saturday, June 7.

Regular festival T-shirts and other Sun Fun merchandise can be purchased at the official Sun Fun Apparel Souvenir Store near the main stage at Grand Park. The store will be open 6 p.m.-9 p.m., June 6; 9 a.m.-9 p.m., June 7; and 6 p.m.-9 p.m., June 8.

If you have any questions or issues regarding pick-up, please contact Nancy Gray, media communications manager, at Nancy.Gray@VisitMyrtleBeach.com or (843) 916-7235.

Another media alert will be sent as a reminder of festival events.

Celebrities Add Extra Excitement to the 2008 Sun Fun Festival

Stars from "American Idol," "The Young and the Restless" and Disney's "Camp Rock" and "Hannah Montana" to appear in Myrtle Beach on Saturday, June 7 May 14, 2008

MYRTLE BEACH, S.C. – Fans of all ages will be thrilled with the celebrity line-up as part of the festivities for the area's 57th annual Sun Fun Festival. Well-known celebrities – Ruben Studdard and Ace Young of FOX's "American Idol," Eric Braeden of CBS's "The Young and The Restless," Cody Linley of Disney's "Hannah Montana" and Demi Lovato of Disney's "Camp Rock" – will be greeting fans on Saturday, June 7, at Grand Park across from The Market Common (see full schedule below).

Ruben Studdard, who won the second season of FOX's "American Idol," will be singing the National Anthem at the Sun Fun Festival's Kickoff Ceremony, presented by The Sun News, at 10 a.m. Ace Young, a finalist in the fifth season of FOX's "American Idol," will perform several songs before his meet and greet.

Television and movie stars also will be participating in the festivities. Eric Braeden has starred as Victor Newman on the No. 1 rated daytime drama series “The Young and The Restless” since 1980. Cody Linley has appeared in many hit feature films and guest stars in the popular television shows “Hannah Montana” and “That’s so Raven.” Demi Lovato stars as Mitchie Torres in “Camp Rock,” a Disney movie scheduled to be released in June.

The celebrity schedule is as follows (refer to the map in the press kit):

Ruben Studdard will sing the National Anthem at Grand Park at 10 a.m. and will do a meet and greet immediately following the kickoff ceremony until 1 p.m. (Tent 1).

Ace Young will sing several songs beginning at 1 p.m. and then do a meet and greet from 1:30-4 p.m. (Tent 1).

Cody Linley will do a meet and greet from 11 a.m.-2 p.m. (Tent 2).

Demi Lovato will do a meet and greet from 2-5 p.m. (Tent 2).

Eric Braeden will do a meet and greet from 12-3 p.m. (Tent 3).

In addition, Nickelodeon’s Jimmy Neutron, Boomerang’s Fred and Barney of “The Flintstones” and Scooby-Doo and Shaggy of “Scooby-Doo, Where Are You!” presented by Time Warner Cable, will be greeting Sun Fun Festival guests throughout the day.

National recording artists Third Eye Blind will perform on the main stage at 7 p.m. As the perfect ending to a perfect day, a spectacular fireworks extravaganza, presented by Melrose Pyrotechnics, will be displayed over the lake immediately after the Third Eye Blind performance at approximately 9 p.m.

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2008 Sun Fun Summer Concert Series Line-up Announced

May 14, 2008

MYRTLE BEACH, S.C. – The Myrtle Beach Area Chamber of Commerce officially announced the Summer Concert Series line-up today at the Sun Fun Festival® press conference at Grand Park, The Market Common. The Sun Fun Summer Concert Series, presented by Withers Preserve and The Market Common, will be held at Grand Park. Bands will perform on the main stage lakeside. All dates and times are subject to change without notice and due to weather:

Friday, June 6 7 p.m. – Kickoff to the Summer Concert Series with The Catalinas

Saturday, June 7 10 a.m. – 57th annual Sun Fun Festival Kickoff Ceremony with special guest Ruben Studdard of “American Idol” (Season 2

1 p.m. – Performance by Ace Young of “American Idol” (Season 5)

7 p.m. – Third Eye Blind live in concert with opening act iNine

Sunday, June 8 4-7 p.m. – Gospel Fest featuring the legendary Soul Stirrers

Friday, June 20 7 p.m. – Soul Function

Friday, June 27 7 p.m. – Sound Factory Band

Friday, July 4 7 p.m. – The Fantastic Shakers

Friday, July 11 7 p.m. – Too Tight

Friday, July 25 7 p.m. – Tru Sol

Friday, Aug. 1 7 p.m. – The Tams

Friday, Aug. 8 7 p.m. – Beach music with the Legends

Friday, Aug. 15 7 p.m. – Key West Band (Jimmy Buffett tribute)

Friday, Aug. 29 8-10 p.m. – 3rd annual Beach, Boogie & BBQ Festival Still Cruzin’

Saturday, Aug. 30 3rd annual Beach, Boogie & BBQ Festival featuring Clay Brown and Legend Band, The Flashbacks and other live entertainment throughout the day

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Applications Being Accepted for 2009 Miss Sun Fun®, Miss Sun Fun Teen® to Be Crowned June 7

May 9, 2008

MYRTLE BEACH, S.C. – Applications are being accepted for the 2009 Miss Sun Fun and Miss Sun Fun Teen pageants, which must be received by May 21. An official entry form and contest rules and regulations are available at SunFunFestival.com.

The pageants will be held in conjunction with the 57th annual Sun Fun Festival at 6:30 p.m. on Saturday, June 7, at the Myrtle Beach High School auditorium. Doors open at 6 p.m. The public can purchase tickets at the door for \$15 (cash only). This year’s theme is “A Beach Ball Blast.”

Hosting the pageants will be Joycelyn McElveen, Miss Sun Fun 2006, and reigning queens Jana Snapp, Miss Sun Fun 2008, and Arielle Conklin, Miss Sun Fun Teen 2008. Guests will include Jamie Hill, Miss South Carolina USA 2008, and Brittany Pjetraj, Miss South Carolina Teen USA 2008. All contestants will be judged in three equally weighted categories: swimsuit, evening gown and interview. Important qualities include poise, personality, beauty of face and figure and the ability to speak articulately about the Grand Strand area.

Pageant winners will compete, expenses paid, in the Miss South Carolina USA and Miss South Carolina Teen USA pageants. Miss Sun Fun and Miss Sun Fun Teen also will represent the Myrtle Beach Area Chamber of Commerce, its member businesses and the Grand Strand throughout their reigns, participating in festivals, promotional trips and local events.

“The Miss Sun Fun pageant offers an exciting and unique opportunity for two young women from South Carolina. The Sun Fun Festival and the Miss Sun Fun pageants are long-running traditions that provide an incredible year for the winners,” said Paula Miles, Miss South Carolina USA/Teen USA director and producer of the Miss Sun Fun pageants.

The Sun Fun Festival began modestly in June 1951, when a handful of regional beauty queens, riding in Nash Ramblers, arrived in Myrtle Beach to add some luster to the 14 events that comprised the inaugural festival. Fifty-seven years later, the festival has earned the distinction of being one of the largest annual festivals in the Carolinas.

For more information about the pageants, visit SunFunFestival.com or call Paula Miles, RPM Productions Inc. at (803) 648-6220.

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Sun Fun Car Is the Official Car of the Sun Fun Festival®, June 5-9, Grand Park, former Myrtle Beach Air Force Base

May 5, 2008

DARLINGTON, S.C. – The Sun Fun Car, presented by the Carolina Ford Dealers Association, will be on display May 8-10 near Souvenir Row, Darlington Raceway. In celebration of the 57th annual Sun Fun Festival®, a 2008 Ford Focus will be awarded to one lucky winner at the Beach, Boogie and BBQ Festival on Aug. 30. Registration is required for a chance to win: at the Darlington Raceway, online (SunFunFestival.com) or at the Sun Fun Festival on June 7.

The Sun Fun and Beach, Boogie and BBQ festivals, sponsored by the Myrtle Beach Area Chamber of Commerce, offer days full of free, family-friendly events, headline concerts and much, much more. The Sun Fun Festival officially kicks off the summer season along the Grand Strand with hot air balloon and boat rides, celebrity meet-and-greets, sporting events, food and arts/crafts vendors, a parade of favorite kids’ characters, to name a few activities.

For the Sun Fun Car contest rules and more information about the festivals, visit SunFunFestival.com or call (843) 626-7444/(800) 356-3016.

**APBA Myrtle Beach SunFun Nationals
Presented by Sea Doo, Hydro-Turf, Wizzard Media**

Event Dates: June 7th – 8th
Date: April 28th
To attend: PRICELESS

The 11th Annual Sea Doo Surf and Turf Championships, presented by Wizzard Media, will kick off the first East Coast stop on the APBA National Tour at the Springmaid Beach Resort, located in Myrtle Beach, South Carolina, during the annual SunFun Festival on June 7th-8th. This was the largest attended race by racers (over 220) and thousands of spectators in 2007, promoter, Mike Young/Surf and Turf Promotions, promises this event to be bigger and better in 2008! “I think Myrtle Beach is the best family destination of the entire tour, hopefully, there won’t be any crazy weather this season, we are at Mother Natures mercy and don’t forget it! At Surf and Turf, we are happy to announce the addition of Wizzard Media, to give the APBA Nationals and the Surf and Turf tour much needed national exposure that it deserves as one of the most internationally recognized action sports!” The race will take place on the south end of Myrtle Beach’s Grand Strand at the north side of the Springmaid Pier. Spectators and racers are encouraged to take advantage of the special savings (\$99 rooms) offered by the Springmaid Beach Resort by making reservations prior to May 6th, the cost will go up substantially if rooms are not reserved by then, for discount code proceed to pwcfun.com, and click on the Surf and Turf logo, and follow the to the Myrtle Beach National Event.

The Myrtle Beach Area Chamber of Commerce has filled the weekend with several activities to keep the family busy all weekend long, not to mention that this is a free event for all of the spectators that will be in Myrtle Beach for the best weekend all year long! The event will be filmed for a Nationally Televised Series on the Water Channel, with additional coverage to be announced by Wizzard Media, of Hollywood, California. In addition to APBA Professional Racing on site, there will be live announcing from action sports celebrities’ at the

event stage, crowd giveaways, trivia contests, top shelf viewing from the Springmaid Pier including food & vending (\$2, for non Springmaid guests), and complimentary nearby parking is available or just a casual stroll down the beach is your ticket to fun and excitement at this Nationally featured event in Myrtle Beach! Admission is free courtesy of the Myrtle Beach Area Chamber of Commerce!

11th Annual “PAY IT FORWARD” TOUR
Sea Doo Surf and Turf Championships presented by Wizzard Media

June 7-8 Myrtle Beach, SC - MB APBA SunFun Festival Nationals
June 21-22 Tupelo, MS - Surf and Wake Show
July 26-27 Charlotte, NC - LKN/Chain Reaction Fest / Tentative
Aug 2-3 Orange Beach - Perdido Beach Resort Nationals

Application Deadline Approaching for Arts/Crafts Vendors for
Sun Fun and Beach, Boogie & BBQ Festivals

The Myrtle Beach Area Chamber of Commerce is now accepting applications from arts and crafts vendors for its 57th annual Sun Fun Festival and 3rd annual Beach, Boogie & BBQ Festival. Vendor hours for exhibiting are 9 a.m. - 6 p.m., Saturday, June 7, for the Sun Fun Festival and 9 a.m.-6 p.m., Saturday, Aug. 30, for the Beach, Boogie & BBQ Festival.

Arts and crafts vendors who wish to exhibit at either or both festivals must complete an application, which the chamber must receive by May 5. Space is limited. Vendor forms are available at SunFunFestival.com or by contacting Julie Sluss, festivals manager, at Julie.Sluss@VisitMyrtleBeach.com or (843) 916-7221.

This year's festivals offer an exciting, new venue — Grand Park on the former Myrtle Beach Air Force Base. The events are free and family-friendly, with a bigger and better line-up of concerts, entertainment, activities and much, much more.

Myrtle Beach's Sun Fun Festival® Offers New Location and Even More Free, Family-Friendly Events Festival Kicks off June 5-9 and Ends Labor Day Weekend with Beach, Boogie & BBQ

April 18, 2008

MYRTLE BEACH, S.C. – The Myrtle Beach area will officially kick off the summer season along the Grand Strand with the 57th annual Sun Fun Festival® June 5-9. The fun lasts all summer long with days full of free, family-friendly events, concerts and much, much more. This year's line-up offers an exciting, new location — Grand Park on the former Myrtle Beach Air Force Base. The emphasis is on the “fun” in Sun Fun this year.

“While we always want to show locals a fantastic time during our festivals, our goal is to put more heads in beds and to promote the Grand Strand through lots of top-notch entertainment and free events,” said Brad Dean, president and CEO, Myrtle Beach Area Chamber of Commerce. “A family just can't beat all the national acts, activities, events, contests and competitions — all without digging into their wallets.”

“The new face of Sun Fun is shining in 2008,” said Holly McMillan, festivals director, Myrtle Beach Area Chamber of Commerce. “Without a doubt, this year's festival will be bigger and better, with more space to grow the event at Grand Park. Of course, we'll have our traditional events such as the Miss Sun Fun pageants, but we're also introducing many new events, thanks to a growing list of sponsors and presenters.”

The Sun Fun Festival® will feature hot air balloon and boat rides, celebrity meet-and-greets, food and arts/crafts vendors, a parade of favorite kids' characters, to name a few activities, all free. Here are some of the June 7 highlights of exciting, events:

57th Anniversary Sun Fun Festival® Kick-off Ceremony presented by The Sun News, June 7 – The event features a performance by Ruben Studdard of “American Idol” (Season 2 winner), live entertainment on festival stages and celebrity meet-and-greets with Cody Linley of “Hannah Montana,” Eric Braeden of “The Young and the Restless,” Ace Young of “American Idol” (Season 5 finalist) and Selena Gomez of “Wizards of Waverly Place.” Free.

Concert Featuring Third Eye Blind, June 7 – Free.

Kids Zone Games sponsored by Beach Bouncers Inflatable Party Rentals, June 7 – A bouncing good time with inflatable rides and games. Free.

11th Annual Sea Doo Surf & Turf Jet Ski Racing Championship, June 7-8 – Personal watercraft racing as part of the American Power Boat Association national tour. Free to spectators.

Sun Fun Beach Run, June 7 – Take your pick of a 5K run/walk or a 1-mile fun run sponsored by the Myrtle Beach Area Chamber of Commerce and city of North Myrtle Beach in cooperation with the North Myrtle Beach Chamber of Commerce and North Myrtle Beach Recreation Department. Free.

57th Annual Sun Fun Festival® Fireworks Extravaganza presented by Melrose Pyrotechnics, June 7 – Free.

Register for a chance to win the official Sun Fun Festival® car, a 2008 Ford Focus sponsored by the Carolina Ford Dealers, which will be given away during the Beach, Boogie & BBQ Festival (register to win all summer at SunFunFestival.com).

The Beach, Boogie & BBQ Festival, to be held August 29-30 (Labor Day weekend), will feature the official barbeque competition of South Carolina, barbeque sandwich eating championship sponsored by the International Federation of Competitive Eating, Wheels at the Beach car show, live music, Kids Zone, boat rides on the lake and more.

For more information, visit SunFunFestival.com or call (843) 626-7444/(800) 356-3016.