



## NEWS RELEASE

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### **BROADWAY AT THE BEACH<sup>®</sup>, IN CONJUNCTION WITH MAGIQUEST<sup>™</sup>, UNVEILS GARDEN QUEST**

*August 6, 2007, Myrtle Beach, S.C.* – Representatives from Broadway at the Beach<sup>®</sup> and MagiQuest<sup>™</sup> today unveiled Garden Quest, MagiQuest<sup>™</sup> Myrtle Beach's newest quest that takes players outside of the MagiQuest<sup>™</sup> kingdom and sends them on a journey through Broadway at the Beach<sup>®</sup>, a 350-acre shopping, dining and entertainment complex.

To begin the Garden Quest, players must purchase a wand from MagiQuest<sup>™</sup> or from the new MagiQuest<sup>™</sup> kiosk located within the Broadway at the Beach<sup>®</sup> complex. Players will then be presented with a set of clues that will guide them on their journey throughout the complex as they search for six garden themed effects that are marked with the MagiQuest<sup>™</sup> "Q". The effects are located throughout the property in flowerbeds and adjacent to various Broadway at the Beach<sup>®</sup> retailers. Once the quest has been completed, players can return to MagiQuest<sup>™</sup> to redeem the points they have earned. Garden Quest can be completed at the player's leisure. The wand saves all gaming activity, allowing the player to complete the quest in five minutes or five days.

Since its inception, Broadway at the Beach<sup>®</sup> has provided families with a unique variety of attractions such as Ripley's Aquarium, Dragon's Lair Miniature Golf, the IMAX 3D Theatre and the recent Pavilion Nostalgia Park. The Garden Quest is yet another way that Broadway at the Beach<sup>®</sup> continues to focus on interactive and engaging family entertainment.

"We are always striving to provide our guests with a unique variety of retailers, restaurants and attractions," said Rebecca Feagin, marketing director from Broadway at the Beach<sup>®</sup>. "The Garden Quest not only provides our guests with an entertaining activity but it also increases awareness for our retailers and restaurants located close to the various garden themed effects found throughout the complex. We foresee much success for the Garden Quest."

"MagiQuest<sup>™</sup> and Garden Quest is powered by our patented technology, Slynks," said Denise Weston, president of Creative Kingdoms, developer of MagiQuest<sup>™</sup>. "Slynks is a versatile technology allowing complexes such as Broadway at the Beach<sup>®</sup>, as well as malls, resorts, theme parks and museums, to take the MagiQuest<sup>™</sup> entertainment model and mold it to fit their location. I am positive the Garden Quest will be a very successful endeavor and I look forward to opening similar quests throughout the country."

Garden Quest is a complimentary attraction for all those who own or purchase a MagiQuest<sup>™</sup> wand for \$12.95 plus tax. For more information about Broadway at the Beach<sup>®</sup>, call (843) 444-3200 or log onto [BroadwayattheBeach.com](http://BroadwayattheBeach.com). For more information about MagiQuest<sup>™</sup>, call (843) 913-9460 or log onto [MagiQuest.com](http://MagiQuest.com).

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### **About Broadway at the Beach<sup>®</sup>**

Broadway at the Beach<sup>®</sup>, Inc., an affiliate of Burroughs & Chapin Company, Inc., is the largest festive entertainment complex in South Carolina. The \$250 million shopping, entertainment and dining attraction is set on 350-acres in the heart of Myrtle Beach. This dynamic development features theaters, 19 restaurants, over 100 specialty shops, 15 attractions, 12 nightclubs, and 3 hotels, all surrounding a 23-acre lake.

The complex was named "Top Tourist Attraction" at the 1996 Governor's Conference on Travel and Tourism, and won the South Carolina Governor's Cup in 1997 when it was deemed the state's best travel destination by the South Carolina Department of Parks, Recreations and Tourism.

Four distinctive styles of architecture, New England Village, Caribbean Village, Charleston Boardwalk and Heroes Harbor provide a fun landscape for this dynamic complex. Over 100 shops showcasing unique gifts and specialty items are at Broadway at the Beach<sup>®</sup>, Inc. From resort apparel to Christmas ornaments, sports memorabilia to kites and candles, there truly is something for everyone at Broadway at the Beach<sup>®</sup>.

### **About MagiQuest<sup>™</sup>**

MagiQuest<sup>™</sup> immerses players into a world of fantasy propelled by sophisticated technology. To participate in the game, each player receives a "magic wand" powered by patented technology that brings MagiQuest's<sup>™</sup> "enchanted" realm to life.

Players select from a variety of quests and adventures that result in an accumulation of special powers. As these powers increase, players proceed to higher levels of the game where the level of difficulty also increases. MagiQuest<sup>™</sup> is not confined to a computer screen. It places players inside a three dimensional, interactive fantasy world where they must follow clues that lead deeper and deeper into a magical realm populated by an array of characters and creatures. It is truly interactive and brings family members; kids, adults, teens and even grandparents together to create magic and memories.

There are currently MagiQuest<sup>™</sup> locations in Myrtle Beach, S.C. and in Great Wolf Lodges<sup>®</sup> in Poconos, Pa., Traverse City, Mich. and Williamsburg, Va. Additional MagiQuest<sup>™</sup> locations are under discussion for Great Wolf Resorts in Kansas City, Ks.; Mason, Ohio; Grapevine, Texas; and Grand Mound, Wash. The creators of MagiQuest<sup>™</sup> also developed DinoQuest, a live action adventure game that takes place in the Jurassic period at the Discovery Science Center, in Santa Ana, Calif.

For more information on MagiQuest<sup>™</sup> or to learn how to open a MagiQuest<sup>™</sup> kingdom of your own, visit [magiquest.com](http://magiquest.com)

### **About Creative Kingdoms LLC**

Creative Kingdoms' goal is to intertwine fantasy and reality with the most alluring elements of magic, imagination, hands on experiences, fun, storytelling and gaming into one seamless experience. Creative Kingdom's patented technology, Slynks, brings a unique gaming experience to people around the world by combining an array of elements, such as education, family togetherness and physical activity.

Creative Kingdoms currently possesses more than a dozen patents on a variety of gaming technology and themes. In addition to MagiQuest<sup>™</sup>, Creative Kingdoms has also created Wiley's Woods, Looney Toon's Boomtown and the Tree House Challenge.

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President Denise Weston is a trained psychologist and self-proclaimed playologist who has designed a variety of revolutionary children attractions for Disney Cruise Line, Club Disney and Six Flags Ohio. She is also the author of a variety of parenting books including “Playful Parenting” and “Playwise: 365 Activities for Building Character, Conscience, and Emotional Intelligence in Children”. She has also provided consultation to the development of products for Playskool, Hasbro Toy Group and Hasbro Interactive Funware.

For more information, visit [CreativeKingdoms.com](http://CreativeKingdoms.com).

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