

FOR IMMEDIATE RELEASE

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Subject: **Local Event Wins National Award**

SOUTHEAST TOURISM SOCIETY AWARDS THE DICKENS CHRISTMAS SHOW & FESTIVALS WITH PRESTIGIOUS TOP 20 EVENTS HONOR

MYRTLE BEACH, SC, APRIL 27, 2010 – **The Dickens Christmas Show & Festivals** has recently been named one of the **Top 20 Events** across the Southeast by the Southeast Tourism Society. This **national award** affords maximum exposure for the show as well as the entire Grand Strand. For the past 28 years, The Dickens Christmas Show & Festivals has continued to enhance tourism and generate millions of dollars in revenue to the South Carolina Low Country region, during the tourist “off-season”. The show not only benefits, exhibitors, artists, and charities, participating in the show, but extends into the local restaurants, hotels, shops, theaters and various surrounding historic sites which benefit from our holiday tours...truly, generating business and exposure throughout all areas of the southern hospitality industry.

The best events across the Southeast compete to receive this prestigious Top 20 Events recognition. The Top 20 Event publication is sent to over 1,600 newspapers, magazines, radio stations, TV Stations, AAA publications throughout the southeast region – offering **national recognition** for the show, the entire Grand Strand and surrounding areas.

This annual event has evolved into a **women’s weekend** offering many other entertainment venues. Held during an otherwise “off” tourist season, visitors enjoy discount hotel accommodations, info and web links are accessible on our website promoting local holiday shows, shopping, dining and various local activities in addition to the Dickens Christmas Show.

The Dickens Christmas Show & Festivals has become *A Holiday Tradition*, attracting some 25,000 plus attendees from all over the southeast to the seaside resort town of Myrtle Beach, South Carolina. The show sets the stage where holiday shopping becomes magical, and memorable. Attendees are transported back in time, amid an elaborate décor, featuring a 19th Century Victorian Marketplace. Over 350 period clad vendors can be found, hawking their wares... showcasing everything from fine arts and crafts, holiday decorations, clothing, jewelry, gourmet foods, imported items – truly something for everyone! Strolling minstrels, street urchins, authentic Punch & Judy shows, a Victorian Tea Leaf Reader, Victorian Teas and Holiday Tours, along with jolly, old, Saint Nick himself, housed in his very own Victorian Castle are just a few of the entertainment options available.

In keeping with the true spirit of Dickens, many charities also participate in the show... adding their own blend of magic to the overall appeal. All funds generated from these events go, in their entirety, to the designated charities. These include: **Festival of Trees**, (*all proceeds benefit Citizens Against Spouse Abuse*), **Festival of Wreaths** (*all proceeds benefit The Kiwanis Club- Children’s Charities*), **Festival of Holiday Tables** (*all proceeds benefit The Waccamaw Animal Rescue Mission*) and **Festival of Worlds** (*all proceeds benefit local sponsoring organizations*).

The Dickens Christmas Teas is an elegant affair held at the Greek Orthodox Church. It takes place in an elaborate holiday setting featuring period clad wait-staff, authentic English Bill of Fare,

strolling Victorian entertainers, as well as a one-man performance of Dickens immortal “A Christmas Carol” – with no details left out.

An added attraction... **Historic Holiday Tours.** Although most of the locations change annually, the central theme always includes an in-depth look into the history and holiday traditions of the Carolina Low Country. Past tours have included: Mepkin Abbey, historic plantations, gardens, the port cities of Georgetown and Charleston, as well as Mullins, Marion and Conway. All are old settlements with many interesting tales to share. These unique adventures offer added exposure to secluded venues that otherwise would not be afforded tourism exposure, not only benefiting the attractions, but also local restaurants and shops.

The 29th Annual Dickens Christmas Show and Festivals will be held at the **Myrtle Beach Convention Center** on **November 11-14, 2010**. For more information, please visit: www.dickenschristmasshow.com or call 800.261.5991.

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