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MYRTLE WAVES CELEBRATES 25th ANNIVERSARY SEASON WITH QUALITY ENHANCEMENTS

MYRTLE BEACH, South Carolina (Monday, May 13, 2010) – **Myrtle Waves, a PARC Management water park**, is getting a facelift for its 25th season including a new roadside marquee, 11 pool-side private Cabanas, new landscaping and parking lot overhaul, as well as remodeling and refinishing the Ocean in Motion Wave Pool, two restrooms, Sharkies Snack Shack, and the Island Café. Myrtle Waves has also added new colors on rides and attractions throughout the park.

“We’re extraordinarily excited to unveil the park this year,” said Myrtle Waves’ General Manager Graham Faris. “What better a way to celebrate our 25th season than pulling back the curtain on an off-season loaded with improvements?”

Newly-installed tropical-themed Cabanas will offer guests daily rentals of a private, shaded cabana with call-in wait service and other exclusive perks including free locker rentals and discounts on food & beverage orders, retail, and more. “Our new pool-side Cabanas afford us a great opportunity to offer an exclusive guest experience while giving the park a fresh and clean look at the same time,” said Vince Nicoletti, Director of Marketing for PARC Myrtle Beach.

A new 60ft Sign and Digital Marquee was installed last week to mark the entrance to the park from Highway 17 Bypass and 10th Ave North. Additional landscaping work continues inside the park including the addition of over 2100 parson shrubs and 1450 parson junipers.

Opening day will coincide with the new Beach Music Festival which is expected to bring thousands of music lovers and families to the City of Myrtle Beach. Beginning May 15th, Myrtle Waves will open Saturdays and Sundays from 10am until 5pm. On May 28th, Myrtle Waves will begin daily operations with the park opening at 10am and closing at 5pm.

Season Passes are available until June 7 for only \$69.99, a \$10 discount off of the regular price, and can be purchased online at myrtlewaves.com or by calling 843-918-8726.

More information, including admission rates, employment opportunities and information about parties and other special events, is available at www.myrtlewaves.com or by calling the park office at (843) 918-8726.

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ABOUT MYRTLE WAVES – Myrtle Waves, the Carolina’s largest water park, is located in Myrtle Beach, South Carolina and will be celebrating its 25th season in 2010. Myrtle Waves is owned and operated by PARC Management, LLC.

ABOUT PARC MANAGEMENT – PARC is a leading provider of family entertainment with 25 theme parks, water parks, and entertainment venues across the United States and Canada including Darien Lake Resort, Elitch Gardens, Frontier City, Magic Springs & Crystal Falls, Myrtle Waves, Splashtown, Waterworld California, White Water Bay, nine family entertainment centers, and five NASCAR SpeedParks. Its mission is to create treasured memories for families in a safe, clean and fun environment. www.PARCManagement.com

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