

FOR IMMEDIATE RELEASE

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Boardwalk Beach Resort Lights Up the Gulf this 3rd of July

Panama City Beach, FL- June 30, 2010: Royal American Hospitality on behalf of The Boardwalk Beach Resort has announced plans for their 4th Annual Beach Bash - July 3, 2010. Historically, the Beach Bash has displayed a larger than life fireworks show and this year we're coupling fireworks with our version of the All-American picnic.

Beginning at 11am on Saturday, July 3rd festival-themed vendors and kid inspired activities take center stage along the area's only boardwalk. This year's theme is packed full of family activities including: Xcellerator- the Worlds Largest Inflatable Waterslide, Zoo World Animal Interactions, Family Competitions, Balloon Twisters, Fortune Tellers and so much more! Be sure to stick around once the sun sets as we Light Up the Gulf with a spectacular fireworks show. It's not your typical backyard fireworks; our show is set up off the coast and involves a team of professional pyrotechnics! Afterwards, grab a seat in the sand for our popular Sunset Cinema beach movies on a 25 foot inflatable screen!

For a complete schedule of events (second page) please log onto www.GetAwaytotheGulf.com or call 1-800-224-4853 for more details on FIREWORKS. FAMILY. FUN.

Beach Bash Schedule of Events: July 2, July 3rd & July 4th

Friday, July 2nd

3:00 pm – 11:00 pm Beach Bash

- Festival Foods, Balloon Twisters, Games & Attractions, Beach Inflatables, Kid's sandcastle competition, Face painters

8:00 pm Family Karaoke – Beachside

-More-

Saturday, July 3rd

11:00 am – 11:00 pm Beach Bash

- Zoo World Animal Interaction, Festival Foods, Games & Attractions, Beach Inflatables, Kid's sandcastle competition, Airbrush tattoos

8:30 pm Fireworks Show

Provided by team of professional pyrotechnics

9:00 pm Sunset Cinema Beach Movie

Our twist on a family friendly theater, right on the beach

Sunday, July 4th

11:00 am – 7:00 pm Beach Bash

- Festival Foods, Games & Attractions, Beach Inflatables, Kid's sandcastle competition, Airbrush tattoos
- B.W.'s Sandy Shack - featuring mouthwatering burgers & chicken sandwiches

8:30 pm Our friends at Historic Grand Lagoon host another spectacular fireworks show.

The Boardwalk Beach Resort- a Royal American Property, is comprised of a 22-story luxury condominium, two hotel buildings and the area's only beach-front convention center.

Operating Panama City Beach's largest stretch of private beach and nearly 40,000 sq ft of meeting space; this resort offers a multitude of amenities and price points to fit all budgets.

For more information please visit www.BoardwalkBeachResort.com.

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