

# NEWS RELEASE

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## CAROLINA BEACH TELEVISION BROADCAST CAMPAIGN IS RECOGNIZED FOR EXCELLENCE

### Carolina Beach's Television Spots Receive Prestigious Addy Award

*March 14, 2008, Carolina Beach, N.C.* — A television broadcast campaign showcasing Carolina Beach and its amenities received a Silver Addy Award during the recent AAF Coastal Carolinas annual ADDY Awards. The campaign, entitled "Discover Carolina Beach," featured a series of four 15-second television spots highlighting Carolina Beach as a premier vacation destination for families.

The award-winning campaign explored the simple pleasures and unexpected treasures of Carolina Beach. In the television spots, visitors were shown participating in a variety of relaxing activities including kayaking on the waterway, fishing in the surf, searching for seashells, and watching a fireworks display over the ocean. The campaign captured the feel and charm of what makes Carolina Beach so special.

The spots continue to air as summer approaches. During summer, Carolina Beach stages a free Film & Fireworks series with family-friendly movies held at Carolina Beach Lake Park every Sunday. The series also includes live music and a fireworks display on the beach near the boardwalk each Thursday. Additional information about Carolina Beach is available online at [www.carolinabeachgetaway.com](http://www.carolinabeachgetaway.com).

### About Carolina Beach

Carolina Beach is located 15 miles south of Wilmington, N.C., a barrier island on North Carolina's Cape Fear Coast. This charming seaside town of approximately 4,700 permanent residents offers a variety of accommodations and attractions, as well as several miles of Atlantic oceanfront and natural sand dunes, marinas and offshore fishing excursions.

More information is available online at [www.carolinabeachgetaway.com](http://www.carolinabeachgetaway.com) or by calling 1-800-351-5102.

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