

FOR IMMEDIATE RELEASE

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SkyWheel Myrtle Beach Announced As Platinum Sponsor Of Winter Wonderland At The Beach

MYRTLE BEACH, S.C.—The City of Myrtle Beach in partnership with the Myrtle Beach Area Chamber of Commerce (MBACC) and Convention and Visitors Bureau (CVB) is pleased to announce SkyWheel Myrtle Beach as a platinum sponsor of Winter Wonderland at The Beach festival.

“We are very pleased to announce that SkyWheel Myrtle Beach joins the Gay Dolphin as one of Winter Wonderland’s leading sponsors and we look forward to partnering with them to provide a one-of-a-kind experience for families this holiday season,” said Karen Riordan, MBACC and CVB President and CEO.

To be held Nov. 26 – Jan. 2, 2022, at Burroughs and Chapin Pavilion Place in downtown Myrtle Beach, Winter Wonderland at The Beach will feature an outdoor, covered ice rink and a walk-through holiday light show. Participants will also be able to enjoy the holiday festivities presented at neighboring attractions like the SkyWheel, Myrtle Beach’s iconic observation wheel. From the view of the wheel’s gondolas, riders will have a bird’s eye view of the holiday lights at Winter Wonderland and across the city.

“The SkyWheel has the best seat in town to view all the beautiful lighting displays,” said Rachel Beckerman, Marketing and Brand Manager for SkyWheel Attractions. “In addition to the SkyWheel’s nightly dynamic light shows, themed for the holiday season, the attraction will offer discounts to anyone who purchased a ticket for Winter Wonderland. We also have great food options at LandShark Bar & Grill, located next to the SkyWheel, and great gift options for everyone at the LandShark Surf Shack retail store.”

Beckerman said Myrtle Beach is an ideal place to enjoy the holidays. “Nearly all of our businesses remain open for the holiday season, many even with extended hours. With our beautiful beaches, great holiday shows and attractions for everyone, family fun events, and more places to eat than you could possibly imagine, Myrtle Beach is the perfect place to spend the holidays with your loved ones,” she said.

Winter Wonderland at The Beach will operate seven days a week from 3 to 9 p.m. on weekdays and Noon to 10 p.m. on weekends. Tickets will be available at the gate for \$7 for adults, \$5 for youth aged five through 12, and those four and under will receive free admission. Ice skating will cost \$20 with skate rental or \$15 without. For more information, visit WinterWonderlandatTheBeach.com.

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Editor’s Note: [CLICK HERE](#) to download photos and logos relating to Winter Wonderland at The Beach

About SkyWheel

SkyWheel® started as a stand-alone iconic attraction in May 2011 with SkyWheel Myrtle Beach. The SkyWheel® is not a carnival ride, but a modern, safe observation wheel towering almost 200 feet in the air. The SkyWheel® has fully enclosed gondolas offering a safe and secure flight with glass windows and doors for optimal views and photography. The venue is open year-round, rain or shine. SkyWheel® Myrtle Beach appeals to the broadest possible demographic and is unique in its ability to bring together groups and families of different backgrounds, ages, and interests to share a memorable experience. The SkyWheel® is fully wheelchair and scooter accessible. SkyWheel® Panama City Beach and SkyWheel® Myrtle Beach are properties of SkyWheel® Attractions, a family focused amusement company.