

## FOR IMMEDIATE RELEASE

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## Gay Dolphin Gift Cove Announced As Platinum Sponsor Of Winter Wonderland At The Beach

*Myrtle Beach's New Ice Skating & Holiday Lights Festival To Be Held Nov. 26 - Jan. 2, 2022*

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 the Gay Dolphin Gift Cove as a platinum sponsor of Winter Wonderland at The Beach festival.

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. Neighboring merchants like the Gay Dolphin will also adorn their storefronts with holiday lights and decorations, providing festival participants with an immersive Christmas village experience.

“There have been few events or projects proposed that have as much upside as Winter Wonderland at The Beach,” said Buz Plyler, owner of the Gay Dolphin Gift Cove. “This event will further make Myrtle Beach a destination for winter travel and as we have seen from existing holiday festivals in other cities, further provide an economic impact to our area.”

The Gay Dolphin first opened 75 years ago and since the mid-60s, has kept its doors open throughout the year for 363 days to provide a year-round offering for visitors and residents as well as employment offerings for the staff. Known as the “nation’s largest gift store,” the 35,000-square-foot store averages 70,000 items all while providing a warm, inviting place for families to shop for unique gifts.

“We are so pleased to announce the Gay Dolphin Gift Cove as one of our leading sponsors for this inaugural event and for their support in making it a one-of-a-kind experience for families near and far,” said Karen Riordan, MBACC and CVB President and CEO.

Officials with the City of Myrtle Beach are finalizing plans for Winter Wonderland at The Beach with additional details on the festival expected soon.

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**Editor’s Note:** [CLICK HERE](#) to download a Gay Dolphin and Winter Wonderland logo, along with additional information.

### About Gay Dolphin

Since 1946, the Gay Dolphin has been the oldest and largest gift shop in Myrtle Beach. Family owned and operated with the most unique collection of items ranging from sharks’ teeth and shells to alligator heads and a life-size Yeti, the Gay Dolphin is a must-see Myrtle Beach Landmark. Visit the Gay Dolphin at 916 N. Ocean Blvd., Myrtle Beach, SC 29577; or call 843.448.6550 for more information.

### About Winter Wonderland At The Beach

The first-ever Winter Wonderland at The Beach will take place Nov. 26, 2021 – Jan. 2, 2022, at Burroughs and Chapin Pavilion Place, located in the center of Myrtle Beach, South Carolina’s downtown oceanfront entertainment district. This family friendly holiday festival will feature an outdoor ice-skating rink with real ice, a walk-through holiday lights experience and additional holiday themed offerings. The City of Myrtle Beach is producing the event and the Myrtle Beach Area Convention and Visitors Bureau (CVB) is promoting it. More information will be available soon.