

Myrtle Beach, S.C. Tourism Community, SC PRT Partner to Sponsor Hootie & the Blowfish's "Group Therapy Tour"

The band's passion for golf is well documented and they've spent time in Myrtle Beach with their families, enjoying the area's abundant attractions.

MYRTLE BEACH, SC, US, May 13, 2019 /EINPresswire.com/ -- A coalition of stakeholders in the Myrtle Beach tourism community and South Carolina Department of Parks, Recreation and Tourism have partnered to become an official sponsor of Hootie & the Blowfish's highly anticipated "Group Therapy Tour" this summer.

“

We've enjoyed a close relationship with the band for years, and they've always been advocates for the Myrtle Beach community. We are thrilled to be an official sponsor of their upcoming tour.”

Bill Golden, Golf Tourism Solutions

As part of the sponsorship, Myrtle Beach will enjoy a presence at all 47 North American stops on the band's tour, and members of Hootie & the Blowfish will be part of the community's marketing efforts as Myrtle Beach looks forward to busy summer and fall seasons.

The "Group Therapy Tour" kicks off in Virginia Beach, Va., on May 30 and will conclude on October 16 in Birmingham,

England.

Golf Tourism Solutions, the Myrtle Beach Area Chamber of Commerce, and Myrtle Beach International Airport are collaborating to sponsor of the tour.

The "Group Therapy Tour," which will be accompanied by the release of the band's forthcoming sixth studio album, will be Hootie's first in more than a decade. It comes on the 25th anniversary of the band's debut album, "Cracked Rear View," which remains among the 10 best-selling albums of all-time.

The partnership between Hootie & the Blowfish and Myrtle Beach will strengthen a relationship that began decades ago. Hootie was playing venues along the Grand Strand in the 1980s, and the band moved its wildly successful charity golf tournament - the Hootie & the Blowfish Monday After the Masters Celebrity Pro-Am - to the area in 2003.

Monday After the Masters has raised more than \$7 million for children's educational programs and the South Carolina junior golf program through the Hootie & the Blowfish Foundation, and the event annually attracts more than 6,000 fans. As a result of the band's philanthropic efforts, they were enshrined in the Myrtle Beach Golf Hall of Fame earlier this year.

"The partnership is a natural one for Myrtle Beach and Hootie & the Blowfish," said Bill Golden, President of Golf Tourism Solutions. "We've enjoyed a close relationship with the band for years, and they've always been advocates for the Myrtle Beach community. Given the nature of our relationship, we are thrilled to be an official sponsor of their upcoming tour, which will be one of the nation's hottest tickets."

The band's passion for golf is well documented and they've spent time in Myrtle Beach with their families over the years, enjoying the area's white sand beaches and abundant attractions. As part of the sponsorship, Hootie & the Blowfish will be a significant part of the Myrtle Beach area's marketing efforts, on and off the course, over the coming months.

For more information on a trip to Myrtle Beach, go to PlayGolfMyrtleBeach.com or VisitMyrtleBeach.com.

For more information on the "Group Therapy Tour," go Hootie.com/Tour.

Christopher King
Kingfish Communications
[email us here](#)
+1 843-685-1364

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2019 IPD Group, Inc. All Right Reserved.