



SOUTH CAROLINA, LOCAL CULTURE



South Carolina Flag: Asked by the Revolutionary Council of Safety in fall 1775 to design a flag for the use of South Carolina troops, Col. William Moultrie chose a blue background that matched the color of their uniforms and a crescent that reproduced the silver emblem worn on the front of their caps. The palmetto tree was added later to represent Moultrie's heroic defense of the palmetto log fort on Sullivan's Island against the attack of the British fleet on June 28, 1776.

South Carolina Motto: The state slogan, which can be found on license plates, is "Smiling Faces, Beautiful Places." This slogan embodies the South Carolina culture of hospitality and its diverse geographic landscape, which makes it a popular vacation destination.



Official Dance of South Carolina, Carolina Shag Dancing: A smooth shuffle step danced to the soothing sounds of beach music, beach goers have been dancing the shag for generations. The original shag dance was said to have originated in Atlantic Beach. It became prevalent in the 1940s in Myrtle Beach and was one of the first examples of African-American culture bleeding over into the mainstream: white college kids would routinely visit racially segregated dances, pick up the moves and bring them back to the beach. In addition, these kids pushed hard for local radio stations to play rhythm and blues as soundtrack for their dances, creating a movement so sturdy that there are still radio stations in the Carolinas with "beach music" playlists. In 1984, the dance was named the official South Carolina state dance. With many competitions and two large-scale events in Myrtle Beach, Carolina Shag Dancing is still the deal for beach entertainment.

America's Beach Playground: This is the newest tagline for the Myrtle Beach area that will be the key theme of the 2008 destination marketing campaign.



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