



## Experience the Beauty of the Crystal Coast both Onscreen and Off

BEAUFORT, N.C., Jan. 22, 2016 /PRNewswire/ -- Lovebirds who flock to their local Regal Cinema to see Nicholas Sparks' latest book-to-movie adaptation, "The Choice," will be swept off their feet by more than on-screen romance. The national theater chain is offering moviegoers an exclusive opportunity to experience a romantic getaway to "America's Favorite Town" and the inspiration for Sparks' story – Beaufort, the gem of North Carolina's Crystal Coast.

Regal Crown Club Members who purchase movie tickets January 22 – February 18 will be entered to win 3-night/4-day accommodations for two at Beaufort's Pecan Tree Inn and a bicycle "Ride to Remember" with Hungry Town Tours in partnership with the Nicholas Sparks Foundation, including stops at homegrown restaurants and romantic spots referenced in "A Walk to Remember" and "The Choice." Winners also receive round-trip airfare, a signed, first edition copy of "The Choice" and basket of Beaufort goodies.

"Beaufort is more than a charming coastal town in the southern outer banks. It's really a lifestyle, which Nicholas Sparks captured perfectly in his story and which we know will win the hearts of the lucky winners the moment they step foot onto the oak lined streets or see wild horses running freely on Carrot Island while dining on the waterfront," said Carol Lohr, The Crystal Coast Tourism Authority executive director. "Romantics shouldn't have a difficult time making the *choice* to go see this special movie for the chance to visit Beaufort."

"The Choice" releases in theaters, Friday, Feb. 5, and is available at Regal Cinema locations nationwide.\*

"When Nicholas Sparks' fans and movie lovers alike, unite at Regal theatres across the country to see "The Choice", they will have an incredible opportunity as part of our loyalty program to get rewarded a dream come true. As the biggest and best free movie loyalty program, we are excited to offer Crown Club members the chance to win this amazing trip," said Kelly Hawkins, vice president of loyalty marketing at Regal Entertainment Group. "Regal is dedicated to providing our guests both a premium theatre experience and connecting members to the movies they love with special offers like this trip to the charming coastal town captured in "*The Choice*."

\*Visit [www.regmovies.com/Crown-Club/Sweepstakes/The-Choice-Sweepstakes-Rules](http://www.regmovies.com/Crown-Club/Sweepstakes/The-Choice-Sweepstakes-Rules) for complete details and to enter the sweepstakes. – Moviegoers should see their local Regal Cinema for show times and availability.

To experience North Carolina's Crystal Coast, call (800) 786-6962 or visit [www.crystalcoastnc.org](http://www.crystalcoastnc.org), and engage with the destination socially with #MyCrystalCoast via [www.facebook.com/crystalcoast](http://www.facebook.com/crystalcoast), @CrystalCoast\_NC on Twitter and @thecrystalcoast on Instagram.

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