



Conway Riverfest Celebrates America's 250th Anniversary with a Star-Spangled Celebration on June 27

Multi-Platinum Selling '80s Rockers Slaughter and Vixen to Headline in Downtown Conway

Conway, S.C. – April 15, 2026 – This summer, the [Conway Chamber of Commerce's](#) Conway Riverfest returns to downtown Conway, South Carolina on Saturday, June 27, bringing a full day of excitement, entertainment, and patriotic pride as the community comes together to celebrate America's 250th anniversary in true red, white, and blue fashion.

Conway Riverfest is once again proudly presented by [Beverly Homes](#), a trusted local builder known for crafting quality homes with thoughtful design, personalized touches, and a commitment to lasting value in the Conway and Grand Strand area.

Since 1980, Conway Riverfest has been a beloved summer tradition, drawing tens of thousands to the heart of the city for a vibrant mix of activities. The celebration will be headlined by live performances from '80s rock icons [Slaughter](#) and [Vixen](#), with local opening act [Badlander](#) setting the stage for an unforgettable night.

Formed in the late 1980s, Slaughter rose to fame with hits like "Up All Night" and "Fly to the Angels," earning multi-platinum success and a loyal fan base with their signature glam metal sound. Vixen, often dubbed "the female Bon Jovi," broke barriers as one of the most successful all-female rock bands of their era, known for chart-toppers like "Edge of a Broken Heart" and "Cryin'." Together, these powerhouse acts promise a high-energy soundtrack to a day filled with celebration.

- **Paddle Battle River Races:** Back by popular demand, the Paddle Battle River Races will feature three watercraft races (kayak, canoe, paddleboard) starting at 10 a.m.
- **Celebrating America's 250th Anniversary:** The Horry County Historical Society will bring Revolutionary War re-enactors, a living history campsite experience, themed photo booth, a Marsh Tacky (horse) and immersive moments that honor the country's rich heritage.
- **Kids Zone:** From 11 a.m. to 8 p.m., your kiddos can enjoy a dedicated area featuring bounce houses, water activities, face painting, and a petting zoo, ensuring fun for the youngest attendees for a small fee presented by Thompson Farm & Nursery.
- **Red, White & Vroom Golf Cart Parade:** Beginning at 11:30 a.m., the patriotic Golf Cart Parade will showcase creatively-decorated carts from local businesses and residents.
- **Stars & Stripes Cornhole Classic:** Back for its second year is the cornhole tournament for both backyard and advanced players. Registration will begin at 11 a.m. Bags fly at

noon. Both brackets will be a double elimination format, meaning you must lose twice to be out. Cash payouts to the winning teams will depend on the number of participants.

- **Artisans Market & Business Expo:** Explore a variety of handcrafted goods at the Artisans Market, sponsored by Conway Medical Center, and connect with local businesses at the Business Expo, sponsored by Anderson Brothers Bank.
- **Food Vendors & Beer Garden:** Savor delicious offerings from a range of local food vendors and enjoy a cold beverage in the beer garden, sponsored by Yahnis, from 11 a.m. to 9:30 p.m.
- **Fireworks Extravaganza:** Finish the patriotic day with a breathtaking fireworks display at 9:30 p.m., lighting up the night sky over Downtown Conway and proudly sponsored by Conway National Bank.

“Conway Riverfest has always been about community, and this year adds an extra layer of meaning as we celebrate 250 years of our nation’s history,” said Kelli James, Executive Vice President of the Conway Chamber of Commerce. “This event is a wonderful opportunity to celebrate our vibrant community, enjoy the natural beauty of Conway, and create lasting memories with family and friends. **A special thank you to our presenting sponsor Beverly Homes, our co-sponsors City of Conway, HTC, Vines Restoration, Plumbing & HVAC, Yahnis, and all of our hardworking volunteers, sponsors and vendors for your support.**”

Attendees are encouraged to bring lawn chairs and blankets to enjoy the music festivities comfortably. Only service dogs are allowed, and please, no smoking, public golf carts, bicycles, skateboards, scooters, or coolers.

For more information about Conway Riverfest, including a complete list of festival sponsors, information on how to become a vendor, and a detailed schedule of events and updates, please visit ConwayRiverfest.com, follow along on [Facebook](#), or contact the Conway Chamber of Commerce at (843) 248-2273.

About the Conway Chamber of Commerce

The Conway Chamber of Commerce is dedicated to promoting economic growth and community development throughout the Conway area. Through advocacy, networking, and education, the Chamber strives to enhance the quality of life for residents and businesses alike.

For media and interview inquiries, please contact:

Margaret H. Geiger, Twelve31 Media
Margaret@twelve31-media.com