



NEWS RELEASE

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North Carolina Beach Town Spotlights In *Southern Living* Magazine

Carolina Beach And The Fudgeboat Featured

May 2, 2007, Carolina Beach, N.C. — The coastal charm of the seaside town of [Carolina Beach](#), N.C. was featured in the May issue of *Southern Living* magazine. A favorite vacation spot for Carolinians and others along the East Coast, Carolina Beach is known for its warm and friendly atmosphere. The *Southern Living* article entitled "Sweet Treats at the Beach" details how that welcoming atmosphere attracted Tracee and Duke Hagestrom to settle in the town in 2004, and it explores the inner workings of their unique shop, The Fudgeboat.

"In [Carolina Beach](#) we treat our customers as treasured friends and we try to make their visits to our shops as much about the experience of being in Carolina Beach as the food, product or service," said Duke Hagestrom, co-owner of The Fudgeboat. "Carolina Beach has successfully preserved the small town feel that beach towns had in earlier decades. We work hard to keep it that way. So, it's a great place to re-connect with family and to enjoy unique shops like The Fudgeboat."

[Carolina Beach](#) provides an unhurried atmosphere that encourages families to relax and enjoy activities like strolling along the beach, biking, or watching fishing charters return from a day at sea. The town center is a streetscape of small shops, restaurants and family entertainments like beachwear, ice cream and candy shops. This summer, the town will present its third annual, free Film & Fireworks Series, which features outdoor showings of family films on Sunday evenings and a fireworks display on the beach Thursday evenings.

A popular shop that serves up an entertaining atmosphere, The Fudgeboat is "just steps away from the warm sand and crashing waves," writes *Southern Living*. "Just inside the doors of the store, the gleaming hull of a restored 38-foot-long wooden boat greets visitors who get their fudge served from across the deck." To the delight of the shop's patrons, the stern serves as the kitchen where

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fudge is made by the shop's resident celebrity and "Fudgelady, Tracee's mother, Lou Belo. The selection of homemade fudge and other treats is displayed in a 15-foot section of the boat's starboard side.

"We feel very honored to have *Southern Living* feature The Fudgeboat," said Duke Hagestrom. "We hope that readers will appreciate that our shop is one of the many places that makes Carolina Beach a great place to visit and it will encourage them to plan a vacation here. Tracee and our family liked Carolina Beach so much that we became part of the community, and we feel very blessed to have found a home in this very special place."

About Carolina Beach

[Carolina Beach](#) is located 19 miles south of Wilmington, N.C., a barrier island on the Cape Fear Coast. This charming seaside town of approximately 4,700 permanent residents offers a variety of accommodations and attractions, as well as several miles of Atlantic oceanfront and natural sand dunes, marinas and offshore fishing excursions.

More information is available online at www.carolinabeachgetaway.com or by calling 1-800-351-5102.

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