



For immediate release:
July 13, 2022

Our Vanishing Americana documentary captures the essence of South Carolina community icons and historic businesses

Screenings scheduled in Myrtle Beach, Hampton and Newberry to celebrate August premiere

COLUMBIA, S.C. – *Our Vanishing Americana South Carolina* is a one-hour documentary that follows Mike Lassiter on his journey across South Carolina capturing the stories of historic, often family-run businesses, that line main streets from the coast to the upstate. To give viewers a sneak peek and the chance to learn more about these treasured landmarks, Lassiter and South Carolina ETV (SCETV) are hosting pre-screenings of the documentary in July before its August 11 premiere on SCETV.

Five pre-screenings of the documentary are scheduled to be held in various locations throughout the state at or near locations featured in the program:

Waccamaw Library
Pawleys Island, SC
Friday, July 15
6:30 p.m.

Brookgreen Gardens
Murrells Inlet, SC
Saturday, July 16
2:30 p.m.

Stone Theaters
Myrtle Beach, SC
Sunday, July 17
5:00 p.m.

Palmetto Theatre
Hampton, SC
Thursday, July 21
6:00 p.m.

Newberry Opera House
Newberry, SC
Thursday, July 28
6:00 p.m.

Our Vanishing Americana South Carolina visits general and grocery stores, pharmacies with ice cream fountains, classic old movie houses, barber shops, and landmark restaurants, telling about their history and the people that keep their memory alive. Mike Lassiter spent the last year traveling across South Carolina, looking for the lifeblood of small towns, community icons and historic businesses—the beginnings of commerce, livelihoods and family enterprises. At first it was old storefronts and signage that captured his imagination, but he soon became enamored with the people inside the buildings and their stories.

Our Vanishing Americana South Carolina is presented by SCETV and sponsored by funding from the ETV Endowment of South Carolina. The program was filmed over the past year by Susie Films and is scheduled to premiere on SCETV on August 11 at 9 p.m.

Visit the [SCETV website](#) for more information on the upcoming pre-screening events.

QUOTES:

“Our Vanishing Americana is a great example of SCETV’s collaboration with independent producers. This program captures many of South Carolina’s hidden jewels that are well worth a day trip drive to visit, explore and experience!” - **SCETV Director of National Content and Regional Operations Don Godish**

"I've always been fascinated with old storefronts. But once you go inside and meet the people, that's really what it's all about." – ***Our Vanishing Americana* Co-Producer Mike Lassiter**

"***Our Vanishing Americana*** celebrates those who have dedicated their lives to maintaining a treasured part of South Carolina's history: family-run, main street businesses." – **Susie Films President Scott Galloway**

FAST FACTS:

- ***Our Vanishing Americana South Carolina*** is a one-hour documentary that follows Mike Lassiter on his journey across South Carolina capturing the stories of historic, often family-run businesses, that line main streets from the coast to the upstate.
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- ***Our Vanishing Americana South Carolina*** visits general and grocery stores, pharmacies with ice cream fountains, classic old movie houses, barber shops, and landmark restaurants, telling about their history and the people that keep their memory alive.
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About South Carolina ETV and Public Radio

South Carolina ETV (SCETV) is the state's public educational broadcasting network. Using television, radio and diverse digital properties, SCETV's mission is to enrich lives by educating children, informing and connecting citizens, celebrating our culture and environment and instilling the joy of learning. In addition to airing local programs, such as *Carolina Classrooms*, *Making It Grow*, *Palmetto Scene* and *This Week in South Carolina*, SCETV also presents multiple programs to regional and national audiences, including *By The River*, *Expeditions*, *Reconnecting Roots*, *Reel South*, *Somewhere South*, *Yoga in Practice* and *Live from Charleston Music Hall*. In addition, SC Public Radio produces the national radio production, *Chamber Music from Spoleto Festival USA*.

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