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Daytona Beach Area Convention and Visitors Bureau
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FOR RELEASE

DAYTONA BEACH: FESTIVALS & FUN IN 2016

Revel in art, culture, food, music and rally fun in the Festival Capital of Florida!

DAYTONA BEACH, Fla. (November 19, 2015) – Looking for fun in 2016? Daytona Beach has a delightful array of unique festivals for every taste! Known as the **Festival Capital of Florida**, the area is truly passionate about its events, including world-famous Speedweeks (featuring the Daytona 500,) Bike Week, Spring Family Beach Break and so much more. Enjoy a few. Or enjoy them all! You will be positively gushing over the people, the accommodations, the food, and the sense of place that is uniquely Daytona Beach.

The Original American Beach has plenty that's new for visitors of all ages. In the midst of investing close to \$2 billion in renovations and construction, the destination features a recently opened oceanfront rollercoaster, a new planetarium, the new Cici and Hyatt Museum of Art, and even a \$5 million renovation of the ever-popular Volusia Mall.



Rolex 24 At Daytona, Jan. 30-31. Enjoy 24 hours of amazing sports car racing at the World Center of Racing, Daytona International Speedway.

Daytona Beach ½ Marathon, Feb. 7. Join us for this iconic race from the "Speedway to the Beach & Back"! Named one of the seven scenic half marathons in America by Active.com, this is one of the most unique courses in the running world.



Speedweeks & Daytona 500, Feb. 13-21.

The racing action continues at Daytona International Speedway, with plenty of on-track excitement culminating with the world-famous Daytona 500, Feb. 21.



Bike Week, March 4-13.

The "World's Largest Motorcycle Event" rolls into Daytona Beach for 10 days featuring motorcycle shows, exhibits, concerts, racing at Daytona International Speedway and street festivals. Bike Week has been designated a Southeast Tourism Society Top 20 Event. Bike Week activities take place at various locations throughout the Daytona Beach area.

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Daytona Beach



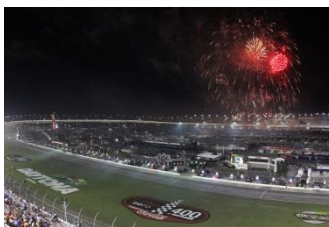
Spring Family Beach Break, March 14-31. These days, Spring Break in Daytona Beach is truly a family affair, with multiple generations of families traveling to enjoy attractions, restaurants, concerts and more.



All Summer Long: Enjoy music in the seabreeze! FREE Bandshell Summer Concert Series – Daytona Beach's historic Bandshell's free concert line-up features a series of tribute bands performing Saturday nights through mid-September. Come early, enjoy the Ocean Walk Village and Shoppes, stroll the Daytona Beach Boardwalk and Pier, grab an ice cream and settle in for a musical night, with fireworks over the Atlantic to follow.



Play Ball! Enjoy the new **Daytona Tortugas** baseball season May through September at historic Jackie Robinson Ballpark on City Island and get a stunning panoramic view of the Intracoastal Waterway, the beachside and historic downtown Daytona Beach. After the game, sit back and take in the fireworks show. Visit DaytonaTortugas.com for more information.



Hippie Fest, June TBD Psychedelic fun! Break out the tie dye and head to this annual street and music festival that highlights the best of the memorable Hippies-era with a concert just off A1A beachside, at the Peabody Auditorium.

Coke Zero 400 Powered by Coca Cola Weekend, July 1-3 Great NASCAR Sprint Cup Series race and the nation's largest fireworks show! Be a part of the event that's produced some of the most dramatic moments in racing history. At \$10 a ticket for the kiddos, it's the perfect way to spend a summer night with the family.



Daytona Blues Festival, Oct. 7-9 Enjoy this charity-minded, weekend-long Blues music festival featuring nearly 20 performing artists. Craft beer and food will be available. Held at historic Jackie Robinson Ballpark in Daytona Beach. All proceeds benefit the Neonatal Intensive Care Unit and initiatives for women and children at Halifax Health. For details on available hotel

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packages and other information, call 386-846-7302.



Wings and Waves Air Show, Oct. 8-9. Prepare to be “wowed” by the Wings and Waves Air Show! The USAF Thunderbirds and aviator acrobats take to the skies, in front of the Hilton Daytona Beach Oceanfront Resort. Free shows from the shoreline daily, from 11 a.m. to 4 p.m. Presented by Embry-Riddle Aeronautical University.



Biktoberfest® Motorcycle Festival and Rally, Oct 13-16 Get ready for the roar with more! Biktoberfest® attracts motorcycle enthusiasts from around the world to Daytona Beach. Festivities include motorcycle races, charity rides, street festivals and expos. The event takes place at various locations throughout the Daytona Beach area. For more information, visit www.biktoberfest.org.



Dream Cruise Car Show, Oct. 23-24. Come see your favorite specialty cars and trucks in downtown Daytona Beach during a free three-day event! Cars will be displayed alongside the Halifax River in scenic Riverfront Park on Friday and Saturday, and at the Halifax Harbor Marina's Blue Grotto on Sunday. Special activities include a free car-themed movie in the park Friday night. Participants get a free keepsake photo of their vehicle posed alongside the river. For more information, visit www.daytonabeachdreamcruise.com.



Halifax Art Festival, Nov. 5-6. Set in historic downtown Daytona Beach on the scenic Halifax River, this two-day professionally juried and judged art show attracts more than 200 artists from throughout the United States. It also features music, food, entertainment and special activities for children. For more information, visit www.halifaxartfestival.com



40th Annual Greek Festival, Nov. 10-13. Come to St. Demetrios Greek Orthodox Church and experience one of Daytona Beach's most attended and enjoyed celebrations with authentic food, dance and music. For more information, call 386-252-6012.



5th Annual Food, Wine & Brew Festival, Nov. TBD. Sample food from 30 of the best local restaurants around along with 100 craft beers and 30 wines from around the country. Enjoy the night in the sports bar with college football games, live entertainment featuring the Love Band and a Cigar Lounge. It all takes place on the banks of the Intracoastal Waterway in

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beautiful downtown Daytona Beach at The News-Journal Center. For more information, visit www.news-journalevents.com.



DeLand Fall Festival of the Arts, Nov. TBD. Woodland Boulevard blossoms into an artist's garden of color as nearby DeLand, Florida, hosts its ever-popular art show. Over 180 juried national artists will display and sell artwork in mediums including paint, glass, sculpture, jewelry, leather, photography, printmaking, wood, ceramics and fiber. For more information, visit www.delandfallfestival.com.

41st Annual Daytona Turkey Run, Nov. 24-27. Welcome to the largest classic car show in the United States. Enjoy over 6,000 classic cars, a massive swap meet and car corral, handcrafted arts and fashion all in Daytona International Speedway's famous infield. For more information, visit www.turkeyrun.com.

Ferrari World Finals, Dec. 1-4. Just announced! To be held in North America for the first time in history, the Ferrari World Finals will bring together all competitors from the European, North American and Asia Pacific series of the Ferrari Challenge for a battle for the World Championship in their Ferrari 458 Challenge EVOs on [Daytona International Speedway's](http://www.daytona.com) 3.56-mile road course. Other highlights of the weekend are the display and running of historic Formula 1 cars, Ferrari's exclusive XX Program and, to cap the weekend, Scuderia Ferrari's Formula 1 show. The show traditionally features the current Formula 1 drivers in demonstrations of pit stops, thrilling accelerations and fast laps. The four-day event will also include an open test day on Nov. 30. The Ferrari World Finals have been traditionally held in Italy as well as Abu Dhabi in the United Arab Emirates. Tickets and more information on the Ferrari World Finals will be released in the coming months.



Through December – Riverfront Fridays & Cinematique Under the Stars. Have a blast with this rockin' monthly event! Each fourth Friday features an array of activities that include live music at Zappi's Italian Garden and dozens of arts, crafts and food vendors

along historic Beach Street and in Riverfront Park, downtown Daytona Beach. Enjoy open-air shopping, wine tastings, original art and dining specials, then bring a cozy blanket or a chair.

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About the Daytona Beach Area

Discover the new Daytona Beach and its surrounding area, a resurging destination along Florida's East Coast comprising eight distinct communities. Recognized worldwide for its annual events including Bike Week, Biketoberfest®, the Rolex 24 At Daytona and the Daytona 500, Daytona Beach's famed heritage also claims the headquarters of LPGA and NASCAR -- and is home to Daytona International Speedway, the 'World Center of Racing.' With more than 15,000 beds, the destination boasts accommodations for all lifestyles and budgets including resorts, B&Bs, hotels and everything in between. Visitors can enjoy the quintessential vacation experience beginning with the Daytona Beach Boardwalk and Pier, or choose from a surprising list of attractions and cultural venues and a colorful culinary scene. With 23 miles of world-famous beaches ideal for shelling, swimming and surfing, it is no surprise Daytona Beach was chosen as a **Best Florida Attraction and Best Spring Family Break Beach Destination** in the Top 10 Best Readers' Choice travel award contests sponsored by *USA TODAY*. To order a complimentary comprehensive Official Visitors Guide or book a stay, visit DaytonaBeach.com. For real-time updates, visit Facebook.com/DaytonaBeach or Twitter.com/DaytonaBeachFun.

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