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## EARLY EVENTS ENHANCE BIKETOBERFEST® WEEKEND

**Daytona Beach, Fla.** -- Those who can't wait for Biketoberfest® don't have to. Early attendees will find many events beginning October 15, a week prior to the official event weekend October 21-24, 2004. Biketoberfest® attracts motorcycle enthusiasts from throughout North America and Europe and includes street festivals, activities at Daytona International Speedway, concerts, charity rides, expos and celebrity experiences.

Main Street, "the heart of Bike Week," will host a Stars and Stripes weekend October 15-17, complete with patriotic decorations and special entertainment. The popular Orange County Choppers will serve as Grand Marshals for the Daytona Harley-Davidson 10th Annual Ride for Children on Sunday, October 17. Over 1,700 participated in last year's ride. This year, the ride will depart from Daytona International Auto Mall at 10 a.m. and travel approximately 30 miles to Camp Boggy Creek in Cassia, FL. One hundred percent of rider proceeds will go to benefit this facility dedicated to supporting children with chronic or life threatening illnesses.

Local bars and restaurants that cater to bikers have also expanded their activities. For example, the Iron Horse Saloon in Ormond Beach will kick off the event on Friday, October 15, with entertainment by acts like David Allan Coe and JB Walker & the Cheap Whisky Band.

A local favorite event, the Home Show exposition will be held October 14-17 at the Ocean Center in Daytona Beach. The show, in its 43rd year, is produced by The News-Journal and co-sponsored by the Pilot Club of Daytona Beach.

Information on all events and activities throughout the month can be found on a colorful new web site launched last month by the Daytona Beach Area Convention & Visitors Bureau, hosts of Biketoberfest.® Some of the new features include a sign-up for a Biketoberfest® newsletter, improved accommodations listing with booking engine and an expanded calendar of events. Official Biketoberfest® merchandise is also available for purchase on the site. Other useful information

found on the site is weather reports, traveler safety tips, scenic ride routes and area maps. In addition to information for visitors, the site includes detailed instructions for event vendors and a media room featuring the latest information for journalists.

Visit the new official Biketoberfest® event Web site at [www.biketoberfest.org](http://www.biketoberfest.org), or contact the Daytona Beach Area Convention and Visitors Bureau toll-free at 1-866-296-8970.

(Biketoberfest® is a registered trademark of the Daytona Beach Area Convention and Visitors Bureau, all rights reserved.)