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## **BIKETOBERFEST®. LAUNCHES NEW, IMPROVED WEB SITE**

**Daytona Beach, Fla.** -- The Daytona Beach Area Convention & Visitors Bureau has launched a colorful new web site for Biketoberfest®. October 21-24, 2004.

This official site of Biketoberfest®, located at [www.biketoberfest.org](http://www.biketoberfest.org), has been completely redesigned and enhanced by Alternate Images Web Services of Daytona Beach. Some of the new features include a sign-up for Biketoberfest®. e-news, improved access to accommodations availability with an on-line booking option and expanded calendar of events. Official Biketoberfest®. merchandise is also available for purchase on the site, as well as information on where to go and what to do while in the Daytona Beach area.

Site visitors are encouraged to "Become a part of Biketoberfest® history" by sending in photos for the 2005 Biketoberfest®. calendar. Other useful information found on the site includes weather reports, traveler safety tips, scenic ride routes and area maps. In addition to information for visitors, the site gives 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 & Visitors Bureau toll-free at 1-866-296-8970 for more information.

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

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