



Daytona Beach Area Convention & Visitors
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FOR IMMEDIATE RELEASE

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On behalf of the Daytona Beach Area CVB

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PROMOTE EVENTS IN BIKETOBERFEST® POCKET GUIDE

Daytona Beach, Fla. -- Opportunities are available to promote events in the annual for Biketoberfest® Pocket Guide, published by the Daytona Beach Area Convention & Visitors Bureau. The 12th Annual Biketoberfest® is set for October 21-24, 2004.

Fifty thousand guides are distributed to visitors both before and during the event. Within the guide is a complete listing of all events and activities as well as a map and welcome messages from county and city officials.

The guides are the most requested item during the event, said Janet Kersey, Deputy Director of the CVB. Many people see them as souvenir and collector items.

Countywide event producers are encouraged to submit their events and activities for free listings in the guide. For details, contact Kersey at 386-255-0415, ext. 117.

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