



Daytona Beach Area Convention & Visitors
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**BIKETOBERFEST® 2004 MESSAGE IS STRONG:
“YOU’RE BACK; WE’RE GLAD!”**

Daytona Beach, Fla. - Tourism brings billions of dollars in economic impact to the Daytona Beach area, and motorcycle enthusiasts have traditionally been some of the area’s biggest contributors. For that reason, both the CVB and the Daytona Beach/Halifax Area Chamber are rolling out the welcome mat for motorcyclists arriving for the Oct. 21-24 Biketoberfest® festivities.

“It’s great to see the community come together in appreciation of the economic boost that tourism brings in,” says Beachside Neighborhood Watch Chairman Frank Heckman. “Events like Biketoberfest® help employ our residents, support our businesses and pay a fair share of our taxes - plus, they’re a lot of fun. We need and welcome the business!”

The “You’re Back. We’re Glad!” campaign, created with the help of enthusiastic community members, will kick off during Biketoberfest ® 2004. Community members are encouraged to participate in this “welcome mat” initiative by helping to sponsor a full-page welcome ad during the event in the Daytona Beach News-Journal. Sponsorship is just \$25 for individuals or \$100 for businesses, with all supporters’ names listed in the ad. Call the CVB at 255-0415, ext. 117 to offer your support and request an official participation form.

Biketoberfest®, a fun-filled, family event that attracts motorcycle enthusiasts from throughout North America and Europe, includes street festivals, activities at Daytona International Speedway, concerts, charity rides, expos, seminars and celebrity appearances.

For more information on Biketoberfest®, visit the official Biketoberfest® Web site, www.biketoberfest.org or call the Daytona Beach Area Convention and Visitors Bureau at 386.255.0415, ext. 137.

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