



Daytona Beach Area Convention & Visitors
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FOR IMMEDIATE RELEASE

September 15, 2004

**MEDIA ADVISORY:
GET READY FOR BIKETOBERFEST® 2004**

WHAT: Biketoberfest® -- a fun-filled, family event that attracts motorcycle enthusiasts from throughout North America and Europe.

WHEN: October 21-24, 2004

WHERE: Locations and sites throughout Volusia County and neighboring communities.

ADDITIONAL INFORMATION:

The Daytona Beach Area Convention and Visitors Bureau is happy to announce that we're gearing up for Biketoberfest®, which takes place on Oct. 21-24, 2004.

Quick Facts:

- * Biketoberfest® and Bike Week have a combined economic impact on the greater Daytona Beach area of \$744 million.
- * Approximately 60,000-75,000 motorcycle enthusiasts from throughout North America and Europe annually attend the four-day Biketoberfest® festival.
- * Biketoberfest® has been named a Southeast Tourism Society Top 20 Event.
- * For the first time, the popular Buffalo Chip event will be held in Daytona Beach. Buffalo Chip will take place in the infield of the Daytona International Speedway throughout Biketoberfest® featuring a variety of vendors, activities and concerts by popular bands.

To view the Biketoberfest® schedule of events or to purchase official event merchandise, visit www.biketoberfest.org. Visitors can also call 1-866-296-8970 for additional information.

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

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