




Daytona Beach Area Convention & Visitors
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**Bike Week and Biketoberfest® Win International
Festivals & Events Association 2005 Pinnacle Awards**

Daytona Beach, Fla. -- Two Daytona Beach area events were recently awarded top honors during the 2005 Pinnacle Awards, presented by the International Festivals & Events Association (IFEA). Biketoberfest®, coordinated annually by the Daytona Beach Area Convention & Visitors Bureau, received a Gold award for Best Single Magazine Display Ad in the Budget category under \$250,000 for Biketoberfest® advertising and a Silver award for best ad series in the budget category under \$250,000. Bike Week, held annually in March, took home a Gold award for Best Event/Organization E-Newsletter in the Budget category under \$250,000 for its Biker Beach E-Newsletter which is distributed to thousands of motorcycle enthusiasts each year by the Daytona Beach Area CVB and the Georgia Turner Group, the local public relations firm that handles bike events publicity for Bike Week and Biketoberfest®.

"It feels great to have Daytona Beach events recognized as the best in the world," said Janet Kersey, CFEE, executive vice president and COO of the bureau. "We're especially thrilled with the recognition for the Biker Beach E-News, as that was a brand new program we started this year. It's been a big hit among visitors who want to stay connected to Daytona Beach year-round, so winning this award was a bonus." The professional competition drew 1,510 entries this year from among the world's top festivals and events. The IFEA is a non-profit membership organization with members spanning 40 countries and 5 continents, and offers the most complete source of ideas, resources, information, education and networking for festival and event professionals worldwide.

The Daytona Beach Area Convention and Visitors Bureau Inc., is a not-for-profit organization charged with promoting the Daytona Beach area as a year-round leisure and business travel destination. Biketoberfest® is a registered trademark of the Daytona Beach Area Convention & Visitors Bureau, all rights reserved.

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