



Daytona Beach Area Convention & Visitors
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**MEDIA ADVISORY
BIKEWEEK PRESS CONFERENCE**

WHO:

The Chamber, Daytona Beach & Halifax Area hosts the 65th Anniversary of Bike Week event, March 3 – March 12, 2006 throughout the Daytona Beach area

WHAT:

Bike Week News Conference

WHERE:

The Chamber, Daytona Beach & Halifax Area, 126 East Orange Ave.,
Daytona Beach, Florida
Chamber Board Room.

WHEN:

Monday, March 6, 2006

1:00 p.m. EST (Lunch will be served at 12:30 p.m.)

The Chamber, Daytona Beach & Halifax Area will host a press conference to kick-off the 65th Anniversary of Bike Week.

Representatives will discuss Bike Week 2006; implementation of the "Take It Easy" Campaign as well as a recap of the first weekend's activities.

Scheduled to appear: _____

- v *Bob Coleman, Co-Chairman, Bike Week Festival Task Force*
- v *Mayor Yvonne Scarlett-Golden, City of Daytona Beach*
- v *Steve Piehl, Director of Communications, Harley-Davidson, Inc.*
- v *Tom Lindsay, American Motorcyclist Association*
- v *Frank Heckman, Beachside Neighborhood Watch*
- v *Bruce Rossmeyer, Daytona Harley-Davidson*
- v *Janet Kersey, Daytona Beach Area Convention & Visitors Bureau*
- v *Robin Braig, President, Daytona International Speedway*
- v *Sheriff Ben Johnson, Volusia County*
- v *Deputy Chief Jody Thomas, Daytona Beach Police Department*

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