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**FOR IMMEDIATE RELEASE**

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### **BIKETOBERFEST® TO CELEBRATE 14th YEAR OCTOBER 19-22, 2006**

**Daytona Beach, Fla.** - Daytona Beach area tourism officials are looking forward to a successful 14th anniversary for Biketoberfest®, officially scheduled for October 19-22, 2006.

"Biketoberfest® gets bigger and bigger every year," said Janet Kersey, Executive Vice President/COO for the Daytona Beach Area Convention & Visitors Bureau and the "Birth Mother" of Biketoberfest®. "The area will roll out the welcome mat for motorcyclists once again this fall."

Established in 1992 with a goal of attracting visitors to the Daytona Beach area during the fall value season, Biketoberfest® has quickly grown into one of America's most recognized motorcycle events.

Awarded top honors by the Southeast Tourism Society and the International Festival and Events Association, Biketoberfest® is a fun-filled weekend featuring motorcycle events throughout the county, including popular street festivals throughout the region, charity rides, concerts, expos and other motorcycle-related activities.

Reports show that the event provides the area with an estimated annual economic impact of \$73 million.

For more information on Biketoberfest®, visit [www.biketoberfest.org](http://www.biketoberfest.org) or call the Biketoberfest® hotline at 1-866-296-8970. For year-round information on what the Daytona Beach area has to offer motorcyclists, visit the sister web site of [www.biketoberfest.org](http://www.biketoberfest.org) at [www.bikerbeach.com](http://www.bikerbeach.com).