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## FOR RELEASE

### FESTIVAL CAPITAL OF FLORIDA ANNOUNCES 2017 EVENT LINE-UP

DAYTONA BEACH, Fla. (January 20, 2017) – Home to over 60 renowned art, music and one-of-a-kind pop culture festivals, Daytona Beach is the Festival Capital of Florida. With some of the most well established events in the state on the festival calendar, it's an impressive line-up with a flair for everything from culture and cuisine to motorsports and music. The environment, art, history and endless outdoor pursuits are enjoyed side-by side in gatherings large and small making it easy to find something for everyone. Learn about local traditions, enjoy live music and dancing, and most of all indulge in local foods that are classic to each festival. With so many events in the Daytona Beach area and throughout Volusia County, many that are free to enjoy, visitors are discovering events that are just their speed and value-packed vacations in Daytona Beach. Festivals are constantly being added to the line-up, so please visit [FestivalCapitalofFlorida.com](http://FestivalCapitalofFlorida.com) for the most up-to-date information.

#### Festival Capital of Florida 2017 Event Line-Up

##### January

**Rolex 24 at DAYTONA, Jan. 28.** This race kicks off the three weeks of race action for Speedweeks with great racing, carnivals, a car show and more.

[DaytonaInternationalSpeedway.com](http://DaytonaInternationalSpeedway.com)

##### **Happening during the Rolex 24:**

Crappie Masters Tournament, Jan. 27-28

Lunar New Year Festival, Jan. 28

41<sup>st</sup> Annual Images Arts Festival, Jan. 28-29

Native American Festival, Jan. 28-29

Manatee Festival, Jan. 28-29

Chowder Festival, Jan. 29

##### February

**Speedweeks, Feb. 18-26.** Racing is in the February air! This nine-day motorsports campaign includes an action-packed schedule of six of the most exciting races, culminating with the DAYTONA 500 which will showcase 59 years of history in the world's only motorsports stadium.

[DaytonaInternationalSpeedway.com](http://DaytonaInternationalSpeedway.com)

#### **Daytona Beach Area Convention & Visitors Bureau**

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**Happening during Speedweeks:**

Enterprise Chili Cook Off, Feb. 18  
Art Fiesta, Feb. 18-19  
Taste of the 500, Feb. 21  
Day of the Duels Motoring Festival, Feb. 23  
Voodoo Music Festival, Feb. 24-26  
Mardi Gras on Main Street, Feb. 25  
Gumbo Festival & Cook Off, Feb. 26

**March**

**Bike Week, March 10-19.** Dubbed the “World’s Largest Motorcycle Event,” Bike Week is a 10-day event filled with high-octane street festivals, concerts, motorcycle races, bike shows, rallies, manufacturer showcases and much more.

[OfficialBikeWeek.com](http://OfficialBikeWeek.com)

**Happening during Bike Week:**

DeLand Bike Rally, March 11  
Shriners Sam Swope Memorial Charity Ride, March 12  
Strawberry Festival, March 18-19  
Persian Festival, March 19

**Spring Turkey Run, March 24-26.** Classics to street rods, the largest and most diverse display of automobiles! Come out and enjoy crafts, antiques, and great food.

[SpringTurkeyRun.com](http://SpringTurkeyRun.com)

**Happening during Spring Turkey Run:**

Saturday Night Fever, March 21  
Royal Scottish National Orchestra, March 22  
Edgewater Riverfest, March 25  
Florida Wildflower & Garden Festival, March 25  
DeLand Outdoor Art Festival, March 25-26  
Sister’s Easter Catechism, March 26  
A Tribute to John Philip Sousa, March 28 (free)

**April**

**Halifax Oyster Festival, April 29.** The Halifax Oyster Festival is a party with a purpose! Enjoy delicious oysters and live music at a festival that helps raise awareness about the important role the local oyster population plays in the ecosystem. Free parking.

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[DowntownDaytonaEvents.com](http://DowntownDaytonaEvents.com)

**More April events:**

National Cheer and Dance Championship, April 5-9  
Delandapalooza Music Festival, April 9  
Rain, A Beatles Tribute, April 9  
Daytona Tortugas' Opening Day, April 13  
P1 Grand Prix of the Sea, April 21-23  
Celtic Festival, April 22-23  
Dance Theatre of Harlem, April 25  
Jeep Beach, April 25-30  
Mamma Mia, April 27  
Cracker Day Rodeo, April 29  
Spring Frolic, April 29-30

**May**

**Country 500, May 26-28.** The 2<sup>nd</sup> annual Country 500 Great American Music Fest will be spread over three days and nights of Memorial Day weekend. Festival goers will be able to camp out in the infield, literally inside the festival for the entire weekend. Country 500 artist line-up includes: Blake Shelton, Kid Rock, Miranda Lambert, Keith Urban, Brooks & Dunn, Thomas Rhett, Hank Williams Jr., Martina McBride, Kip Moore, Dan + Shay and many more!  
[Country500.com](http://Country500.com)

**More May events:**

Art in the Park, May 6-7  
Free Bandshell Summer Concert Series kicks off with a Bob Seger tribute band, May 27  
New Smyrna Beach Blues Festival, May 11-14

**June & July**

**Coke Zero 400, June 30-July 2.** Celebrate Independence Day in Daytona Beach with an amazing race experience! The [Coke Zero 400 Weekend Powered By Coca-Cola](#) is the summer getaway of all getaways. Drivers race 400 miles, 160 laps under the lights to the finish, followed by the largest fireworks show in the Southeast. It's a great time to see America's most iconic racetrack, and will make your summer vacation a memorable one for years to come.  
[DaytonaInternationalSpeedway.com](http://DaytonaInternationalSpeedway.com)

**More June & July events:**

Watermelon Festival, June 3-4  
A Celebration of Olde Florida, June 10  
Shriners Imperial Session, July 9-17

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## September

### **Labor Day Weekend:**

**Fire and Ice - Chili Cook Off and Ice Cream Churn Off, Sept. 2.** Feast on delicious chili and fresh-made ice cream at this exciting fall festival that occurs on a 30-acre historic site with a village museum and over 10,000 artifacts. Live music brought to you by community members during the regularly held "First Saturday Jam."

[Pioneer Settlement.org](http://PioneerSettlement.org)

## October

**Biketoberfest®, October 19-22. Biketoberfest®.** More than 100,000 motorcyclists will roll into the Daytona Beach area for the 25th anniversary celebration of Biketoberfest®, a multi-day, annual event. This extended weekend of fun and sun includes motorcycle shows and rallies, live music, scenic rides along A1A and other historic roadways, racing at Daytona International Speedway and vendors offering everything from the latest models to parts and accessories.

[Biketoberfest.org](http://Biketoberfest.org)

### **More October events:**

Daytona Blues Festival, October 6-8

Thin Man Watts Jazz Festival, October 14

King of the Grill, October 21

## November

**Daytona Turkey Run, November 23-27.** Take a walk down memory lane and relive a 43-year tradition with the Daytona Turkey Run, the largest combined classic car show and swap meet in the United States!

[DaytonaTurkeyRun.com](http://DaytonaTurkeyRun.com)

### **More November events:**

Fall Country Jamboree, November 4-5

Halifax Art Festival, November 4-5

Greek Festival, November 9-12

DeLand Fall Festival of the Arts, November 18-19

Riverfest Seafood Festival, November 18-19

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## December

**December to Remember in Daytona Beach, December 1-31** December to Remember in Daytona Beach is a flurry of family fun activities that take place all month long at the festive oceanfront Bandshell!

[Facebook.com/DecemberDaytona](https://www.facebook.com/DecemberDaytona)

### **More December events:**

New Year's Eve in Daytona Beach, December 31

### ***About the Daytona Beach Area***

Discover the new Daytona Beach and its surrounding area, a resurging destination along Florida's East Coast comprising eight distinct communities. Recognized worldwide for its annual events including Bike Week, Biketoberfest®, the Rolex 24 At Daytona and the Daytona 500, Daytona Beach's famed heritage also claims the headquarters of LPGA and NASCAR -- and is home to Daytona International Speedway, the 'World Center of Racing,' with its recent \$400 million "re-imagining" project. With more than 12,000 beds, the destination boasts accommodations for all lifestyles and budgets including resorts, B&Bs, hotels and everything in between. In 2016, TripAdvisor named Daytona Beach one of the **"10 Most Affordable Beach Vacations on Florida's East Coast"** and one of **"25 Most Popular Summer Vacation Rental Spots in the US."** Visitors can enjoy the quintessential vacation experience beginning with the Daytona Beach Boardwalk and Pier, or choose from a surprising list of attractions and cultural venues and a colorful culinary scene. **New in 2017:** ONE DAYTONA is a premier mixed-use retail, dining and entertainment destination across from Daytona International Speedway. Phase One of One Daytona will include national anchor tenants Bass Pro Shops®, Cobb Theatres (opened December 2016) and, in 2018, an exclusive Marriott Autograph Collection® hotel called The DAYTONA. Also coming in 2017 is the area's first Westin, the upscale historic Streamline Hotel and more. With 23 miles of world-famous beaches ideal for shelling, swimming and surfing, it is no surprise Daytona Beach was chosen as a **Best Florida Attraction and Best Spring Family Break Beach Destination** in the Top 10 Best Readers' Choice travel award contests sponsored by *USA TODAY*. To order a complimentary comprehensive Official Visitors Guide or book a stay, visit [DaytonaBeach.com](http://DaytonaBeach.com). For real-time updates, visit [Facebook.com/DaytonaBeach](https://www.facebook.com/DaytonaBeach) or [Twitter.com/DaytonaBeachFun](https://www.twitter.com/DaytonaBeachFun).

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