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## **BIKETOBERFEST® 2017 CELEBRATES 25-YEAR CHROME ANNIVERSARY**

*25<sup>th</sup> annual Biketoberfest® motorcycle rally October 19-22 in Daytona Beach*

**DAYTONA BEACH, Fla. (August 18, 2017)** – It’s almost time to polish those bikes and head to Daytona Beach for the 25<sup>th</sup> Anniversary (we’re calling it our “Chrome anniversary”, just for fun) of Biketoberfest® October 19-22, 2017! Organizers are preparing to welcome up to 150,000 riders and visitors from around the world to the four-day motorcycle rally.

At the Official Biketoberfest® Welcome Center on Beach Street, staff will be passing out free (while supplies last) 25<sup>th</sup> Anniversary collectible Official Biketoberfest® posters, pocket guides and pins, and encouraging visitors to mark their home town on world maps.

“We have a core audience that’s been attending this event since the start,” said Lori Campbell Baker, executive director of the Daytona Beach Area Convention and Visitors Bureau (CVB), “and it’s not uncommon to see Brazil, Canada, Germany and the UK pinned on the maps. It’s amazing to see the international crowd this rally draws, as well as the increase in women riders and sportbikes over the years, and the youth drawn to the rally’s signature racing events at Daytona International Speedway.”

Biketoberfest® officially kicks off with a press conference to be held at Daytona International Speedway on **Thursday, October 19, at 10 a.m.** and is open to the public. Held on the Harley-Davidson Thunder Alley Stage next to the FPL Solar Pavilion in the Midway, this fan-friendly area is also a major hub of Biketoberfest® activity. The rally tradition will continue along Main Street, Riverfront Park and Midtown in Daytona Beach, as well as at Destination Daytona and US1 in Ormond Beach, and throughout Volusia County in nearby New Smyrna Beach and DeLand.

### **Signature Events:**

- Pre-Biketoberfest® events: Daytona Blues Festival October 6-8 and Fuel-Up Concert at Destination Daytona, October 14
- Free (while supplies last) Official Biketoberfest® 25<sup>th</sup> Anniversary Collectible posters, pins and pocket guides at the Official Biketoberfest® Welcome Center on Beach Street, October 19-22
- Main Street, Riverfront and Midtown Street Festivals, October 19-22
- Live music at legendary Iron Horse Saloon/US1 in Ormond Beach, October 19-22
- Free Biketoberfest® Concert at Daytona Beach Racing and Card Club, October 19
- Beach and Bikes Historical Exhibit at Ponce Inlet Lighthouse, October 20-22
- Old Speed Show at New Smyrna Speedway, October 21
- 34<sup>th</sup> Annual Race of Champions Championship Cup Series Motorcycle Race and American Sportbike Racing Association Motorcycle Race at Daytona International Speedway, October 21-22

“We’re happy for our partners’ support that helped Biketoberfest® achieve this 25-year milestone,” said Kay Galloway, director of marketing and design for the CVB, “and hope everyone will mark their calendars for October 18-21, 2018.”

The 2017 Biketoberfest® Chrome sponsor is GEICO Motorcycle® and the official radio sponsor is Southern Stone Communications (WHOG-FM The Hog 95.7, WKRO-FM 93.1 Coast Country, WLOV-FM 99.5 Love FM, KVYB-FM 103.3 The Vibe, and WNDB-AM 1150 News Talk). For updates and information, including lodging availability, visit [Biketoberfest.org](http://Biketoberfest.org).

***About the Daytona Beach Area and Biketoberfest®***

Discover the new Daytona Beach and its surrounding area, a resurging destination along Florida's East Coast comprising eight distinct communities. Since 1993, **Biketoberfest®** has drawn thousands of riders to its motorcycle rally in Daytona Beach every October. Recognized worldwide for its annual events including Bike Week, 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 more than 12,000 beds, the destination boasts accommodations for all lifestyles and budgets including resorts, B&Bs, hotels and everything in between. Ranked #1 in Travel Channel's 2017 "**Top 10 Attractions in Florida**", and one of TripAdvisor's 2016 "**10 Most Affordable Beach Vacations on Florida's East Coast**" and "**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. With 23 miles of world-famous beaches ideal for 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://twitter.com/DaytonaBeachFun).

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