



Media Contact: Kate Holcomb
Daytona Beach Area Convention and Visitors Bureau
kholcomb@daytonabeach.com
386.255.0415, ext. 125

FOR RELEASE

Soakin', Relaxin' Groovin' and Grillin' – Daytona Beach is Totally Your Speed

Promotional videos released with NASCAR driver Danica Patrick talking about her favorite things to do

DAYTONA BEACH, Fla. (January 31, 2017) – The Daytona Beach Area Convention and Visitors Bureau (CVB) announced it is launching additional promotional videos featuring NASCAR driver Danica Patrick today at www.DaytonaBeach.com/Danica.

In the videos Patrick, who started vacationing here at a young age with her family, talks about what she loves most about coming to Daytona Beach. With titles such as Soakin', Relaxin', Groovin' and Grillin', the videos feature the diverse range of activities available in Daytona Beach with the message that "Daytona Beach is totally your speed."

The video segments will run for a year on the CVB's digital platforms including websites, Facebook, Twitter and YouTube channels, as well as in email and editorial content. In addition, Patrick will post about Daytona Beach on her own social media channels, allowing the CVB to tap into her 92 million social media reach.

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® (opening February 17), 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. For real-time updates, visit Facebook.com/DaytonaBeach or Twitter.com/DaytonaBeachFun.

Daytona Beach Area Convention & Visitors Bureau

126 East Orange Avenue Daytona Beach, Florida 32114

ph: 386.255.0415 fax 386.255.5478 800.544.0415

www.DaytonaBeach.com