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Ride videos available here: <https://www.youtube.com/channel/UCTxO4U74SUxHYxT8KagGZfg>
Biketoberfest® Images available here, including example of SnapChat Filter:
<https://www.dropbox.com/sh/sx3ryx4606ajjb1/AAAWfrUY9Kjr7g51d-680OL7a?dl=0>

NEW WAYS TO SHARE THE BIKETOBERFEST® RALLY TRADITION

#25YearsBold, SnapChat and Trip Planner App Help Riders Connect and Share

DAYTONA BEACH, Fla. (October 5, 2017) – In its 25th year, organizers are introducing new ways for Biketoberfest® rally goers to celebrate the 25th Chrome Anniversary experience, October 19-22.

“The 25th Chrome Anniversary is a perfect time to excite returning and new attendees with more ways to share their Biketoberfest® experience while exploring more of the area,” said Lori Campbell Baker, executive director of the Daytona Beach Area Convention and Visitors Bureau (CVB). Biketoberfest® officially kicks off with a **press conference Thursday, October 19, at 10 a.m.** at Daytona International Speedway.

Biketoberfest® has a core audience that’s been attending since the start. It draws an enthusiastic international contingent and, over the years, the event has seen an increase in women riders, sportbikes, and younger riders drawn to the rally’s signature racing events at Daytona International Speedway.

From #1 to #25YearsBold

“Back in 1992 when the rally started, the #1 reason to use hashtags was to signify a number,” said Tonya West, CVB communications coordinator. “Twenty-five years later, #25YearsBold helps us share the celebration far and wide.” The CVB will feature hash-tagged images from Instagram to Biketoberfest’s popular Facebook page.

SnapChat Filter

To capture the youthful spirit of the rally, riders can take a photo and tag it using the Biketoberfest® SnapChat filter at four of the rally’s major event locations: Main Street, Destination Daytona, Downtown Beach Street and at Daytona International Speedway.

Top Rides Mapped and Shareable

Seven top rides throughout the area were mapped using REVER, a free motorcycle trip planner app that, once downloaded on a smart phone, provides followers of “Biketoberfest Rally” with turn-by-turn directions. All the rides originate in Daytona Beach. More information about the rides, roadside attractions and amenities, and the app are available at Biketoberfest.org/top-rides.

-GEICO Motorcycle® Street Festival Ride <https://www.daytonabeach.com/biketoberfest/top-rides/street-festival-ride/>

To Main Street, Riverfront Park and Midtown and back

-Daytona Beach Racing & Card Club Lucky Ride <https://www.daytonabeach.com/biketoberfest/top-rides/lucky-ride/>

From Daytona Beach Racing & Card Club to DeLand and back

-The Loop <https://www.daytonabeach.com/biketoberfest/top-rides/the-loop/>

A 30+ mile loop through Ormond Beach known for its lush canopies of live oaks, scenic river and marsh view

-Iconic U.S. Hwy 1 Ride <https://www.daytonabeach.com/biketoberfest/top-rides/iconic-us-hwy-1-ride/>

Features the area's iconic restaurants and bars to scenic A1A, The Loop and back

-National Seashore Ride <https://www.daytonabeach.com/biketoberfest/top-rides/national-seashore-ride/>

Through New Smyrna Beach to Canaveral National Seashore and back

-Ponce Inlet Ride <https://www.daytonabeach.com/biketoberfest/top-rides/ponce-inlet-ride/>

To Ponce Inlet Lighthouse and back

-Old City Ride <https://www.daytonabeach.com/biketoberfest/top-rides/old-city-ride/>

To St. Augustine and back

Collectible Poker Chips

The CVB has partnered with the Daytona Beach Racing & Card Club to add a collectible poker chip. The free chip will be available at the CVB's Official Welcome Center on Beach Street and two Visitor Information Centers at Daytona International Speedway and Bruce-Rossmeyer's Daytona Harley-Davidson at Destination Daytona, where free official posters, pins and pocket guides will also be available while supplies last.

"Biketoberfest® generates an economic impact of more than \$40 million," said CVB Executive Director Lori Campbell Baker. "With Hurricane Irma well behind us the event will pump much-needed revenues into our local businesses. We want to assure rally-goers that Biketoberfest® is on!" A lodging availability list is available at Biketoberfest.org.

Supporting the event this year is Chrome sponsor **GEICO Motorcycle®**, Leather sponsor **Lawlor & Associates**, promotional sponsor **Daytona Beach Racing & Card Club**; and **WHOG-FM The Hog 95.7**, the official radio station of Biketoberfest®.

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® 25th Anniversary Collectible poker chips, 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 with Journey Tribute band Don't Stop Believin' 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
- 34th Annual Race of Champions Championship Cup Series Motorcycle Race and American Sportbike Racing Association Motorcycle Race at Daytona International Speedway, October 21-22, and Hot Leathers Fashion Show, October 21.

About the Daytona Beach Area and Biketoberfest®

Starting in 1993, **Biketoberfest®** now draws more than 100,000 motorcycle riders and enthusiasts to the 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.**" 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 Beach Break Destination** in the Top 10 Best Readers' Choice travel award contests sponsored by USA TODAY. Visit Biketoberfest.org, Facebook.com/Biketoberfest or Instagram.com/BiketoberfestRally.

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