



**Media Contacts:**

Kate Holcomb, Daytona Beach Area CVB, (386) 255-0415, ext. 125

Bob Wagner, PR, Shriners International, (352) 205-0114

## **Shriners International Parade the Pinnacle of Family-Friendly Fun**

*Shriners International Convention Offers the Public Many Family Entertainment Options, July 14-19*

**DAYTONA BEACH, Fla. (June 12, 2018)** – Everyone loves a parade and a Shriners International Parade is one of the most festive of all! Known for their global goodwill efforts, the Shriners welcome residents and visitors to attend a variety of events during their international convention in Daytona Beach, July 14-19.

Designed to bring good cheer to families of all ages, the Shriners public events include everything from nights of music at the oceanfront Bandshell to golf outings, motorcycle rides and marketplace shopping at the Ocean Center with hundreds of craft vendors. There are endless opportunities to enjoy the festivities and support Shriners Hospitals for Children, including:

### **Shriners Parade & Fireworks – July 17, 7 p.m.**

Happening along scenic A1A in Daytona Beach with plenty of free parking, the parade of all parades begins at Sunsplash Park and ends at the Ocean Center. Daytona Beach Shores Mayor Harry Jennings will be the Grand Marshall and, for the first time ever, the Shriners Parade will also include a local contingent of first responders, and more!

“The neat part about it,” said Gary Bergenske, Shriners Imperial Potentate, “is that for the first time ever we sent special invitations for local participation that will make the parade even more enjoyable for residents.”

Excellent vantage points occur along the route, at the World’s Most Famous Beach sign at the intersection of A1A and International Speedway Boulevard or while enjoying dinner and refreshments at prime viewing locations as:

- Cocina 214 and Landshark Bar and Grille (451 and 471 South Atlantic Ave, Daytona Beach, FL 32118)
- Pizza Hut (500 South Atlantic Avenue, Daytona Beach, FL 32118)
- Skylounge at the Streamline Hotel (140 South Atlantic Avenue, Daytona Beach, FL 32118)

Afterward wander over to the Ocean Deck or Ocean Walk Shoppes to continue the fun!

### **Walk Ride or Drive for Love – July 15**

Happening at Daytona International Speedway, this signature Shriners’ event provides an excellent group outing for a charitable cause. You get to “Walk, Ride or Drive” around Daytona International Speedway. Usually reserved for motorsports, participants get to circle the track on foot, on their motorcycle or in their own car – perhaps crossing off a bucket list item as they celebrate being part of the largest fundraiser for Shriners Hospitals for Children, which recently played a key role in assisting Guatemalan children burned in the

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126 East Orange Avenue Daytona Beach, Florida 32114

ph: 386.255.0415 fax 386.255.5478 800.544.0415

[www.DaytonaBeach.com](http://www.DaytonaBeach.com)



volcano disaster. There is no admission fee to be a spectator; \$25 donation to participate. Visit [LoveToTheRescue.org](http://LoveToTheRescue.org) for more information.

### **Oak Ridge Boys in Concert – July 18**

Carrying on the upbeat spirit, an evening of entertainment is the staple of any Shriners International conference. All are invited to celebrate with the Shriners and enjoy the Grammy award winning Oak Ridge Boys in concert at Ocean Center. At \$27, general admission tickets are half the normal going price for an Oak Ridge Boys concert and may be purchased in advance by clicking [here](#).

### ***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 more than 12,000 beds, the destination boasts accommodations for all lifestyles and budgets from 4-star resorts, to hotels, B&Bs 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 experiences beyond the beach by choosing from a surprising list of outdoor adventures, family-friendly attractions, 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 Beach Break 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://Facebook.com/DaytonaBeach) or [Twitter.com/DaytonaBeachFun](https://Twitter.com/DaytonaBeachFun).

### ***About Shriners International***

Founded in 1870 in New York City is a fraternity based on fun, fellowship and the Masonic principles of brotherly love, relief and truth. Today there are 200 Shrine Centers located throughout the world. Shriners are men who share the legacy of commitment, concern and camaraderie. For more than 140 years that shared legacy has improved the lives of countless children. In 1922 the Shriners founded the first Shriners Hospitals for Children in Shreveport, Louisiana. Since then this unique philanthropy has grown to an extraordinary health system with 22 facilities in the United States, Canada and Mexico. Shriners Hospitals for Children is changing lives every day through innovative pediatric specialty care, world-class research and outstanding medical education. Our hospitals provide advanced care for children with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate. In order to continue our mission, Shriners Hospitals for Children relies on the generous donations of Shriners and the general public. All care and services are provided regardless of a family's ability to pay. It is a 501(c)3 non-profit organization and all donations are tax deductible to the fullest extent permitted by law.

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