



Media Contacts:

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

Bob Wagner, Public Relations, Shriners International , (352) 205-0114

Shriners Parade Vantage Points and Viewing Parties Amp Up the Fun

Spot locals like Daytona Beach Shores' Mayor Harry Jennings as Grand Marshall, first responders and NASCAR driver David Ragan and vintage racing cars

DAYTONA BEACH, Fla. (July 10, 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. With endless opportunities to enjoy the festivities and support Shriners Hospitals for Children, visitors can enjoy the Shriners July 17 parade in Daytona Beach even more from these vantage points and viewing parties.

(Click [here](#) for street closure information to help you plan for your parade experience!)

Parade Details

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

Shriners Parade and Fireworks starts at 7 p.m. Tuesday, July 17. Watch the festive parade as it moves north along A1A from Sun Splash Park to the Ocean Center. For the first time in the Shriners history, the parade will include a local Grand Marshall and the participation of local community organizations. Daytona Beach Shores Mayor Harry Jennings will be the Grand Marshall and invited first responders and other local groups will also participate in the parade. A highlight for car enthusiasts will be the sight of vintage beach and NASCAR racing cars by Shriner and NASCAR driver David Ragan: a 1955 Chevy Stock Car carrying the #1, raced around Florida, Georgia and Alabama; 1932 Modified Ford Coupe, raced on the Daytona Beach course carrying the #1; mid-1960's Marty Robbins Dodge that ran in NASCAR short track races in the south east and a 1930 Ford Modified that race short tracks in the south east and the Daytona Beach Course in the 1940's. Fireworks will follow at the Bandshell. Admission is free.



Daytona Beach Area Convention & Visitor's Bureau

126 East Orange Avenue Daytona Beach, Florida 32114

ph: 386.255.0415 fax 386.255.5478 800.544.0415

www.DaytonaBeach.com

Daytona Beach

Vantage Points

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 Grill (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!

Shriners Pre- and Post-Parade Viewing Parties

- **Cocina 214 Pre-Parade Happy Hour Party**
451 South Atlantic Avenue, Daytona Beach



Enjoy Cocina 214's happy hour from 4 to 6 p.m. before the 7 p.m. parade. Just north of Sunsplash Park, the new Cocina 214 offers an award-winning Tex Mex and Mexican menu with indoor and outdoor dining overlooking the beach. Nosh on Fried Avocado Bites (\$6), Mini Ignacio's Bites with Beans & Cheese (\$5) or Chicken or Brisket (\$6) while cooling off with a \$3 bottled beers, Tito's Lone Star Lemonade (\$7) or a signature 214 Rocks Margarita (\$5).

- **Joe's Crab Shack Pre-Parade Happy Hour Party: July 17 from 3 to 7 p.m.**
1200 Main Street on the Main Street Pier, Daytona Beach



Enjoy the ocean breeze and iconic views from Joe's Crab Shack on the Main Street Pier with a variety of food and beverage specials: Cajun Garlic Bread & Fried Pickles (\$3), Popcorn Shrimp & Voodoo Chicken Bites (\$4), Crab Stuffed Mushrooms & Great Balls of Fire (\$5), Beef Sliders & Peel & Eat Shrimp (\$6); Beverage Specials: Domestic Bottle Beers, Domestic Drafts, Craft & Import Bottle Beers and Craft & Import Drafts, Well Drinks & Select Wines \$2.50 to \$4; and Specialty

Cocktails: Long Island, Margarita, Bloody Mary & Mojito (\$5). Joe's Crab Shack is also allowing reservations all week for parties of 15 or more. If anyone would like to book a group reservation to avoid a delay, please contact JCSGroupSales@ldry.com.

Daytona Beach Area Convention & Visitor's Bureau

126 East Orange Avenue Daytona Beach, Florida 32114

ph: 386.255.0415 fax 386.255.5478 800.544.0415

www.DaytonaBeach.com

Daytona Beach

- **The Roof Pre & Post Parade Happy Hour Party: July 17 from 4 to 7 p.m. and 9 p.m. to close**



Enjoy panoramic views both pre- and post-parade from The Roof with a variety of beverage specials – from \$2 domestic beers, \$3 well liquors and bucket of bottled beer specials.

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. For real-time updates, visit [Facebook.com/DaytonaBeach](https://www.facebook.com/DaytonaBeach) or [Twitter.com/DaytonaBeachFun](https://www.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.

Daytona Beach Area Convention & Visitor's Bureau

126 East Orange Avenue Daytona Beach, Florida 32114

ph: 386.255.0415 fax 386.255.5478 800.544.0415

www.DaytonaBeach.com