



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

FOR RELEASE

TOP 5 UNIQUE THINGS TO DO THIS SUMMER IN DAYTONA BEACH

DAYTONA BEACH, Fla. (June 26, 2017) – Think of summer in Daytona Beach and what comes to mind? White sand, gentle surf, warm sun and sandcastles, of course! Looking for something different to do this summer? Here's five unique events and activities happening in Daytona Beach:

Coke Zero 400 NASCAR Cup Race, July 1 – Join fans coming from all over this Independence Day weekend to share in the momentous experience of watching Dale Earnhardt Jr., the third-winningest driver in Daytona International Speedway history, take to the track one last time in this fan-favorite race. Complete with Tyler Farr pre-race concert and a post-race fireworks show not-to-be missed. More information available at <https://www.daytonabeach.com/events/racing/coke-zero-400/>

Walk, Ride or Drive for Love, July 9 – If you've ever wanted to take a lap around Daytona International Speedway on your motorcycle or in your car, now's your chance. For a \$25 donation to support Shriners Hospitals for Children, participants can walk through the UNOH Fanzone, garage area and Victory Lane; ride their motorcycle or get behind the wheel of their car and drive a lap around the most famous track in racing. More information available at <https://www.daytonabeach.com/event/shriners-walk-ride-or-drive-for-love/36986/>

Halifax Summer Regatta, July 29-30 – Two days of rowing competition on the Halifax River with teams and rowers converging from Florida, Georgia, North Carolina and beyond. This 21st annual event begins on Saturday with the Junior competition and continues Sunday with Open, Masters and Adaptive competitions. More information available at <https://www.daytonabeach.com/event/21st-annual-summer-regatta/37321/>

National Lifeguard Competition, August 9-12 – The United States Lifesaving Association, in conjunction with the Volusia Surf Lifesaving Association, is bringing four days of intense competition to Daytona Beach during the 2017 National Lifeguard Championships. Spectators will see nearly 3,000 top youth and adult athletes compete in board races, surf swims, surf boat races, beach flag and rescue races, running relays, iron man/woman events and a 2K beach run. These high-energy life-saving rescue missions will be performed on the hard-packed sands that Volusia County is known for as well as in the open water of the Atlantic. The Junior Lifeguard Championship will be August 9 and the adult competitions are August 10-12. The events, complete with celebrity commentators and vendors, will

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



take place directly in front of the Hilton Daytona Beach Oceanfront Resort. Information available at <https://www.daytonabeach.com/event/national-lifeguard-championships/37212/>

New indoor ropes course and zipline – Daytona Lagoon, a water park and year-round family entertainment center in Daytona Beach, just opened the Sky Maze featuring 10 challenging obstacles 12 feet above the MEGA arcade and a 70-foot zipline running the length of the course. Daytona Lagoon just fully renovated its indoor laser tag arena, too. This United Parks subsidiary also offers family fun with the Lagoon water park, go-karts, miniature golf and rock wall. More information available at <https://www.daytonabeach.com/listings/daytona-lagoon-waterpark-entertainment-center/886/>

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