

**FOR IMMEDIATE RELEASE**

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**DAYTONA BEACH AREA REVVING UP FOR  
BIKETOBERFEST® OCTOBER 18-21**

**Daytona Beach, Fla.** – The Daytona Beach area is revving up for thousands of motorcyclists to roll into town during Biketoberfest®, an award-winning motorcycle rally that offers riders a weekend brimming with plenty of sun, 47 miles of sparkling beaches, bikes and fun. This year's event is set for October 18-21, 2007.

“Biketoberfest® 2007 is all about variety,” said Janet Kersey, Executive Vice-President & COO, CDME, CFEE of the Daytona Beach Area Convention & Visitors Bureau, credited as the Birth Mother of the event 15 years ago. “There’s definitely something for everybody. And every year the event seems to spread out more and more throughout the county.”

The event usually attracts 75,000 to 100,000 motorcycle enthusiasts. Biketoberfest® and Bike Week in March have a combined economic impact of \$744 million for the greater Daytona Beach area.

This year’s county-wide event includes activities from Ormond Beach south to New Smyrna Beach, and west to DeLand and Orange City. Visitors can look forward to viewing spectacular motorcycles from around the world; dining on delicious food and dancing to live music at the area's popular street festivals which are scheduled to take place on Mary McLeod Bethune Blvd. and the legendary Main Street. Admission to both festivals is free.

At the world-famous Daytona International Speedway, Biketoberfest® visitors will have the chance to take demonstration rides on the newest machines from top manufacturers, including Honda and Harley-Davidson. The Speedway’s Kickstand City activities will also include live entertainment, food and apparel vendors, as well as motorcycle races during its Fall Cycle Scene event. Motorcyclists can also take a parade lap around the track during the 2nd annual Monster Dash on Friday, October 19. The Daytona 500 Experience, The Official Attraction of NASCAR, will offer bikers free admission on Friday and Saturday. Inside the attraction there will be live music, food, beverages, bike displays and more vendors.

Now more main stream than ever, tattoos will take center stage for the first time during the 2007 Biketoberfest® event. Asylum Tattoo has joined the event as the “official tattoo.”

Throughout the four-day festival, concerts, special exhibits and competitions are planned at several popular area nightclubs and restaurants. A major part of the festival weekend for participants is riding and exploring the area's diverse array of attractions and activities. Motorcycles will also be traveling from Destination Daytona and the Iron Horse Saloon on U.S. Highway 1 in Ormond Beach down to Gilly's Pub in New Smyrna Beach. Bikers also shouldn't miss Inlet Harbor Restaurant and Marina's “Rockin’ on the River” event which takes place each day of Biketoberfest® in Ponce Inlet or Iron City at Martini’s Chophouse in South Daytona.

Over the years, visiting bikers have been extremely generous to the many charities that ask for their support during Biketoberfest®. This year, they will be able to make donations to Easter Seals, the United Way and the Conklin Center for the Blind via their annual motorcycle raffles. And Zangi Grotto, which conducts tours of Daytona Beach's oldest cemetery located across the street from the Boot Hill Saloon on Main Street, in support of their fund that provides free dental care to children in need.

Official Biketoberfest® posters, wallet cards and event guides will be available free-of-charge at the Daytona Beach Area Convention and Visitors Bureau's official Biketoberfest® Welcome Centers at Daytona 500 Experience (adjacent to Daytona International Speedway) and at Destination Daytona, the Harley-Davidson dealership located at I-95 and U.S. 1 in Ormond Beach.

For information on accommodations and a complete calendar of events, visit the official Biketoberfest® event Web site, [www.Biketoberfest.org](http://www.Biketoberfest.org), or contact the Daytona Beach Area Convention and Visitors Bureau toll-free at 1-866-296-8970.