

FOR IMMEDIATE RELEASE

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BIKETOBERFEST® WILL CELEBRATE 15TH YEAR OCTOBER 18-21, 2007

Daytona Beach, Fla. - Daytona Beach area tourism officials are looking forward to a successful 15th anniversary for Biketoberfest®, officially scheduled for October 18-21, 2007.

“Biketoberfest® just gets bigger and bigger every year,” said Janet Kersey, Executive Vice President & COO for the Daytona Beach Area Convention & Visitors Bureau and the Birth Mother of Biketoberfest®. “The area will roll out the welcome mat for motorcyclists once again next year.”

Established in 1992 with a goal of attracting visitors to the Daytona Beach area during the fall value season, Biketoberfest® has quickly grown into one of America’s most recognized motorcycle events.

Awarded top honors by the Southeast Tourism Society and the International Festival and Events Association, Biketoberfest® is a fun-filled weekend featuring motorcycle events throughout the county, including popular street festivals throughout the region, charity rides, concerts, expos and other motorcycle-related activities.

For more information on Biketoberfest®, visit www.Biketoberfest.org or call the Biketoberfest® hotline at 1-866-296-8970. For year-round information on what the Daytona Beach area has to offer motorcycle enthusiasts, visit the sister Web site of www.Biketoberfest.org at www.BikerBeach.com.