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## FOR RELEASE

### Four Days & Five Ways to Celebrate Memorial Day in Daytona Beach

*Rockin' tribute and music festival kicks off memorable holiday weekend!*

**DAYTONA BEACH, Fla. (May 12, 2015)** – When you think of American originals, there is one place that instantly stirs up fun in the sun. Welcome to Daytona Beach. The Original American Beach beckons you to celebrate the Memorial Day weekend in its signature one-of-a-kind way with a rockin' pop concert, music festival and a heartfelt tribute to veterans. Here are five ways to amaze the family with an itinerary full of fun and gratitude:

#### 1.) **FRIDAY: A Rockin' Tribute with "The Boss"**



Whether you were "Born in the USA" or not is no matter. This free concert (as part of the **Bandshell Summer Concert Series**) brings a **Bruce Springsteen tribute band** to the stage to kick off the Memorial Day Weekend. Located at Daytona Beach's historic Bandshell, be sure to arrive early and enjoy the Ocean Walk Village and Shoppes, stroll the Daytona Beach Boardwalk and Pier, grab an ice cream and settle in for a musical night, with fireworks over the Atlantic to follow.

#### 2.) **FRIDAY – SATURDAY Freedom Music Fest**



**Freedom Music Festival**, a benefit for wounded veterans, kicks off the holiday weekend Friday with a free three-day festival at Main Street Station in Daytona Beach. Featuring 24 acts on three stages, live music begins at 3 p.m. daily. Performances by Crashrocket, Full Circle, Nine Mile Drive, Poker Face and more!

For more information or to book your holiday weekend, visit [www.DaytonaBeach.com](http://www.DaytonaBeach.com).

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# Daytona Beach

### 3.) **SATURDAY: Cheer on the 'Tugas!**



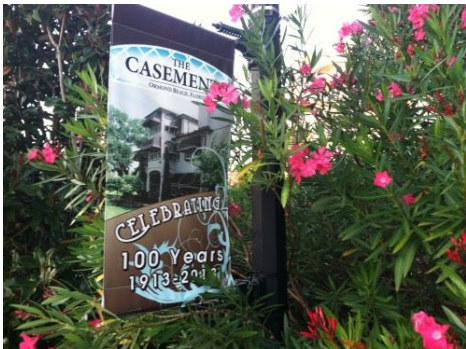
Summertime in Daytona Beach means cheering on the **Daytona Tortugas!** Having amassed a loyal and enthusiastic following, the team creates a truly fun experience. Witness America's favorite pastime from historic Jackie Robinson Ballpark, enjoy "Funnel Cake Fries" and the best of ballpark food and fare -- all while watching the Tortugas take on the Jupiter Hammerheads Memorial Day Weekend. Recent renovations to the entire facility and specials galore, make game night a fun and affordable night out for the whole family.

### 4.) **SUNDAY: A Garden for Contemplation**



Just off Granada Boulevard, beachside Ormond Beach, is an amazingly quiet and beautiful place to honor veterans and enjoy a stroll in what seems like a world away from the busy intersection at which it resides. Outside the **Ormond Beach Memorial Art Museum & Gardens**, visitors can enjoy a walk through a canopy of trees to contemplate the World War and Korean Conflict memorials. Inside the museum, the "In the Spirit of the Moment" exhibit is on display along with plaques that further commemorate service to our country. The museum shows gratitude to veterans year round. It was created in 1946 as a living monument to creative freedom and equality of all persons, and to commemorate the service of veterans.

### 5.) **MONDAY: Memorial Day Service**



Symbols of liberty will overflow into every corner of **Rockefeller Gardens** as numerous military color guards and color corps enter and assume their position for this inspiring 90-minute ceremony. The guest speaker will be Captain Mark Leary, US Navy, invocation will be rendered by Rabbi Howard Schwartz, US Army Major (retired), and the benediction will be by Chaplain Willie Branch.

Visitors will receive a carnation upon arrival at Rockefeller Gardens to pay tribute to veterans and will render a final tribute as they move forward in procession, to place their flowers beside the Memorial Marker as a personal "thank you."

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***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 15,000 beds, the destination boasts accommodations for all lifestyles and budgets including resorts, B&Bs, hotels and everything in between. 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 shelling, 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](http://DaytonaBeach.com). For real-time updates, visit [Facebook.com/DaytonaBeach](https://Facebook.com/DaytonaBeach) or [Twitter.com/DaytonaBeachFun](https://Twitter.com/DaytonaBeachFun).

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