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**FOR RELEASE**



**Daytona Beach Celebrates Spring Family Beach Break 2016**  
*Family-focused Photo Contest Features the Area's Top 10 Photo Ops*

DAYTONA BEACH, Fla. (February 9, 2016) – Who doesn't love a family selfie? Especially one from The Original American Beach!

No matter how you define your family, Daytona Beach is the place to fully embrace the fun, family vibe for Spring Break 2016. Now known as **Spring Family Beach Break**, the event appeals to generations of families who travel together to take in the sparkling, sandy beaches, waterparks, rides, arcades and attractions – not to mention the [daily cheerleading and championships](#) April 5-9 that are sure to impress and inspire every member of the family.

“This year for Spring Family Beach Break, we're rolling out our Top 10,” said Daytona Beach Area CVB Executive Director Tom Caradonio. “We're inviting Spring visitors to take their family selfies at 10 of our most iconic locations for a chance to win our Spring Family Beach Break Prize Bucket. It's filled with everything they need for their next Daytona Beach getaway.”

**Spring Family Beach Break Photo Contest**

To participate, just snap a family selfie at one of the Top 10 photo ops listed, tag it

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#SpringFamilyDaytonaBeach and post to social media. Participants are encouraged to follow the CVB on Instagram, @discoverdaytonabeach.

#### **So . . . What's in the Bucket?**

The prize includes a two-night hotel stay, a selfie stick, a beach towel, plenty of logo goodies and a \$100 restaurant card – all packaged in an old-school beach bucket, complete with shovel and ready for play.

#### **Top 10 Photo Ops**

Daytona Beach is as iconic as it gets. Visited by 9.1 million people annually, it's has been well-photographed over the years. This year, the destination will get even more chances to say "cheese," as Spring visitors find unique ways to document their family vacations. So, where are the best places to take photos? It wasn't easy to narrow it down, but here are the area's [top picks for iconic photographs](#):

1. The beach itself!
2. Jantzen Girl sign
3. Daytona Beach Pier and Sun glow Pier
4. The Loop scenic route
5. Award-winning International Speedway Boulevard bridge
6. Ponce de Leon Inlet Lighthouse
7. Daytona Beach Boardwalk & Pier
8. Historic Clocktower Plaza
9. Ponce Inlet Jetty
10. Sunrise – ahhhh!

To see all of Daytona Beach's accommodations for Spring Family Beach Break, visit [www.DaytonaBeach.com/Hotels](http://www.DaytonaBeach.com/Hotels).

#### ***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, Biktoberfest®, 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** in the Top 10 Best Readers' Choice travel award contest 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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