



MEDIA ALERT – revised 10/11/19

27th Annual Biketoberfest® Motorcycle Rally October 17-20 in Daytona Beach

WHAT: Media Conference to officially kick-off Biketoberfest® 2019

WHEN: Thursday, October 17, 10 a.m.

- 10-10:30 a.m. Media Conference
- 10:30-11 a.m. One-on-one media interviews and photo ops

WHERE: Daytona International Speedway

1801 W. International Speedway Blvd., Daytona Beach, FL 32114

HOW: Enter Speedway using the NASCAR Drive entrance (off International Speedway Boulevard)

-DIS security will direct you to parking (will be near the FPL Solar Pavilion)

-Proceed to the stage area, adjacent to AdventHealth Injector in Harley-Davidson Thunder Alley

WHY: An estimated 125,000 motorcycle enthusiasts from around the world will be in Daytona Beach October 17-20 for the 27th Annual Biketoberfest®2019. Story ideas:

- Biketoberfest® Media Tip Sheet will be available at the press conference – what’s happening, what’s new, where the bikes will be and more
- Pins, Poker Chips, Posters – be one of the first to receive the official 27th Annual Biketoberfest® 2019 collectable pin, poker chip and poster
- New Biketoberfest® app providing up to date information for riders and motorcycle enthusiasts
- New location of Official Welcome Center Presented by GEICO at ONE DAYTONA
- Positive economic impact Biketoberfest® brings to local businesses during the fall season
- Be safe – look twice for bikes, ride safely and enjoy your visit
- Official Biketoberfest® website: www.biketoberfest.org

WHO: Confirmed Speakers -

Lori Campbell Baker, executive director, Daytona Beach Area Convention & Visitors Bureau

Ed Kelley, Volusia County Council Chair

Division Chief Brian Henderson, Volusia County Sheriff’s Office

Chief Craig Capri, Daytona Beach Police Department

Bob Davis, CEO/president, Lodging and Hospitality Association of Volusia County

Pat Heard, Midtown/Second Avenue Merchants Association

Tom Guest, 2019 Biketoberfest® Committee chair/Mainstreet

Shelly Rossmeyer Pepe, general manager, Bruce Rossmeyer’s Harley-Davidson/Destination Daytona

Chip Wile, president, Daytona International Speedway

Janet Kersey, 2019 Bike Week Task Force/Daytona Regional Chamber of Commerce COO

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