



Media Contact: [Kate Holcomb](mailto:kate.holcomb@daytonabeach.com), APR
Daytona Beach Area Convention and Visitors Bureau
kholcomb@daytonabeach.com
386.255.0415, ext. 125

FOR RELEASE

DAYTONA BEACH RECOGNIZED AS AWARD WINNING HOST CITY FOR SPORTING EVENTS

DAYTONA BEACH, Fla. – (August 21, 2019) – Daytona Beach was recently named a *SportsEvent Magazine* Readers' Choice Award Winner for making a “memorable impression and rising to the next level as a sporting event host.” Here are just a few of the high caliber sports activities and organizations garnering increased attention and adding to the exciting mix of spectator sports:

- Daytona Beach is visited every year for world-renowned motorsports events at **Daytona International Speedway**, including Rolex 24 At DAYTONA, DAYTONA 500, and Coke Zero Sugar 400, which moves from July to August 29 in 2020. The state-of-the-art facility completed a \$400-million renovation in 2016.
- **USTA Pro Circuit \$25,000 Women's Pro Tennis Tournament**: every January, tennis players vie for their spot at the US Open and take to the courts at the **Florida Tennis Center** in Daytona Beach
- **Largest cheer and dance competition in the world**: every April for 25 consecutive years, the National Collegiate Association and National Dancing Association Cheer and Dance championships has taken place in part at the **Ocean Center**, the fifth largest convention center in Florida
- **Daytona Soccer Club**, affiliated with USL League 2, debuted this spring at **Daytona Stadium**, which recently underwent a \$20 million renovation
- **Daytona Tortugas**: every April through September, this Cincinnati Reds Class A Advanced Affiliate team known for their award-winning Bob Ross Bobblehead give-aways and “best dressed team” in the Minor League accolades, play at historic **Jackie Robinson Ballpark**, which recently received nearly a \$1 million state-of-the-art turf upgrade
- Daytona Beach is home to the **NCAA Division I Bethune-Cookman Wildcats**, **NJCAA Division I Daytona State College Falcons** and **NCAA Division II Embry Riddle Aeronautical University Eagles**
- **Ladies Professional Golf Association (LPGA)**: home to the “Road to the LPGA,” Daytona Beach is the finish line for the October **Symetra Tour**, a golf championship that draws top players from around the world
- **Top place to surf**: with 47 miles of Atlantic coastline, Daytona Beach and Ormond Beach were named by Coastal Living in 2018 as two of the top places to surf in Florida; nearby New Smyrna Beach hosts the National Scholastic Surfing Association's National Championships, the **highest profile youth surfing event in America**
- **DME Sports Academy** partnered with **Daytona Ice Arena** and invested \$1.5 million into renovations and expansion of the youth hockey program

For more information, visit DaytonaBeachSports.com.