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Press Release

Front Porch Friday Festival

Downtown businesses host Front Porch Friday event featuring fun, film, fitness, and flashbacks.

Downtown Daytona Beach, January 25, 2013: The Riverfront Rocks ALL DAY, every fourth Friday of the month. Have a blast and celebrate the past with this rockin' monthly event.

The *Riverfront Shops of Daytona* welcome you to the Front Porch Friday Festival, a local, monthly, all day festival. Thanks to the over two dozen downtown merchants, community groups and generous local sponsors (Cinematique, Jack White Land Co. RGU Color and WROD Radio), the Front Porch Friday Festival is destined to be a local favorite for 2013! This year, beginning January 25, we are Celebrating Time, starting with the 1990's and working our way back through the decades each month. Riverfront merchants are participating by offering coupons, promotions, sales, and events from fitness and health (yoga, tai chi, meditation, walk club, sprouting class) to food (juice bar samples, Cosmo Cupcakes, happy hour specials) to fun (face painting, kite flying, paint party, art walk, and live music) to flashbacks (musical journey through the 90's, Free Outdoor Movie: Days of Thunder by Cinematique *Movies Under the Stars*, 1990's This Downtown Decade by the Halifax Historical Museum) and local art and culture (Daytona Music Society live music and Art Consortium art sale). Most events are free to the public or cost a nominal fee. The events begin at 7am and last throughout the evening. For more information email fppf2013@gmail.com.

"It is exciting to see so many talented small business people come together to create a truly dynamic monthly event. We look forward to seeing friends, old and new, at our Front Porch Friday Festival," says volunteer Kelly White.

For more information about Front Porch Friday Festival or the Riverfront Shops of Daytona, including specific times of events, please check out www.facebook.com/frontporchfridayfestival and www.RiverfrontShopsOfDaytona.com.

For Release