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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, March 6, 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* welcomes you to March's 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, WROD 104.7FM/1340AM Radio, and Fiat of Daytona), the Front Porch Friday Festival continues to build momentum as a local's favorite! This year, Front Porch Friday Festival is "Celebrating Time" and started with the 1990s and is working the way back through the decades each month. March's Front Porch Friday Festival will take place on Friday, March 22 and will celebrate the 70s disco decade.

Riverfront merchants are participating by offering coupons, promotions, sales, and events from fitness and health (yoga, tai chi, meditation, walk club) to food (juice bar samples, "Grateful Dead" Psychedelic Cupcakes, food tastings from the 70s, happy hour specials) to fun (face painting, children's Easter Egg Walk, paint party, art walk, and live music) to flashbacks (musical journey through the 70s, Free Outdoor Movie: *Forrest Gump* by Cinematique *Movies Under the Stars*, "1970s-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 fpp2013@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