

FOR IMMEDIATE RELEASE

WEDNESDAY, NOVEMBER 16, 2016

DOWNTOWN DAYTONA BEACH TO HOST

A VARIETY OF HOLIDAY EVENTS

DAYTONA BEACH, Fla. – The Riverfront Shops of Daytona Beach in Downtown Daytona Beach invite guests to *Unwrap Our Holiday Charm* with a Santa’s sack full of festive holiday events and activities for the entire family.

The *Storybook Exhibit*, created by B&J Services of Florida and artist John Leszewski, will be on display through January 15 in Riverfront Park. Visitors can enter a holiday wonderland of enchantment while strolling life-size storybook pages illustrating a special visit from Santa and Mrs. Claus to Downtown Daytona Beach. As the tale unfolds, Mr. and Mrs. Claus find gifts at the Riverfront Shops on historic Beach Street, stroll the Sweetheart Trail in Riverfront Park, and live Downtown.

The Storybook Exhibit is sponsored by:

- Southern Paint and Supply Co.
- 99.5 WLOV
- WKRO 93.1 FM Coast Country
- Daytona Beach News-Journal
- B&J Services of Florida

- Daytona Auto Mall
- Tom Cook Jeweler
- Jack White Land Co.
- Angell & Phelps Chocolate Factory
- Indian Motorcycle Daytona Beach
- Sweet Marlays' Coffee
- Tic Toc
- The Twisted Spine, LLC
- Marina View Restaurant and Event Center

Another creative holiday exhibit coming Downtown this season is the ***Come to the Stable Creche Art Exhibit***. Handcrafted nativity scenes from award-winning artist Bill Egan will be on display at Tic Toc, 166 S. Beach St. and in the following Riverfront Shops locations through January 15:

- Christian Science Reading Room – 166 N. Beach St.
- Harlequin Antiques – 122 S. Beach St.
- Ritzi Jewelers – 160 S. Beach St.
- The Twisted Spine, LLC – 204 S. Beach St.
- Sweet Marlays' Coffee – 214 S. Beach St.
- Davidson Brothers Indian River Fruit – 248 S. Beach St.
- Halifax Historical Museum – 252 S. Beach St.

Perhaps the biggest event coming to the Riverfront Shops for the holidays is the ***Downtown Holiday Dazzle*** to be held every Saturday from November 19 to December 17. At this event, holiday shoppers can enjoy the open-air Riverfront Market with artists and vendors showing

their wares, including pottery, home décor, jewelry, holiday items, crafts, and more. The weekly Kids Zone held at the Storybook Exhibit will feature free trackless train rides sponsored by the Daytona Auto Mall, free photos with Santa sponsored by Indian Motorcycle Daytona Beach, kid crafts and games, and more for little attendees. On select Saturdays, Sheldon from the Daytona Tortugas and pet adoptions will be at the event. And holiday performances each Saturday at 2 p.m., 3 p.m., and 4 p.m. will showcase local festive music, dance, and theater. Downtown Holiday Dazzle is sponsored by Daytona Beach News-Journal, 99.5 FM LOVE, WKRO 93.1 FM Coast Country, Downtown Development Authority and The City of Daytona Beach.

On Small Business Saturday, November 26, show your love for local shops and Shop Small at the Riverfront Shops of Daytona Beach! Stroll our local merchants on Historic Beach Street and the Riverfront Market 2 - 7 pm and enjoy holiday performances 2 – 5 pm in the Storybook Exhibit in Riverfront Park.

The family fun continues with the ***Riverfront Festival of the Season*** Saturday, December 10 from 2 p.m. to 9 p.m. This event will include music and entertainment, pictures with Santa, kids' crafts, a scenic sky lantern release, food trucks, and prime Christmas Boat Parade viewing along the Halifax River.

The ***Halifax River Yacht Club Christmas Boat Parade*** is a treasured Daytona Beach tradition. The Riverfront Shops along the Halifax River provide a splendid setting for viewing the parade, which features boats bedazzled with holiday lights. This parade will begin at 5:30 p.m. on Saturday, December 10.

For more information on Downtown Daytona Beach events and activities, visit RiverfrontShopsOfDaytona.com.