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Press Release

Downtown Daytona Beach Announces 4th Annual Riverfront Festival of the Season – Saturday December 10, 2016 from 4-9 pm.

Downtown Daytona Beach: This holiday season unwrap the charm of Downtown Daytona Beach!

Downtown Daytona Beach is pleased to host the **4th Annual Riverfront Festival of the Season**. This holiday season will truly sparkle with the season's spirit on Saturday, December 10 on City Island (behind the library) from 4 to 9 pm at the **4th Annual Riverfront Festival of the Season**. Attendees will enjoy an entertainment-filled event including the viewing of a Daytona Beach holiday tradition as the Halifax River Yacht Club's Daytona Christmas Boat Parade showcases boats brilliantly adorned for the holidays as they cruise the Halifax River in front of City Island.

Admission is free and open to the public.

Can't-miss festivities include popular gourmet food trucks, pictures with Santa Claus, a best dressed Christmas Classic Car contest as well as dress up your pup contest supporting Sophie's Circle. A full bar will also be available.

Entertainment will be provided by DJ Frank Roberts.

At approximately 5:30 pm, attendees will enjoy a great view as the Halifax River Yacht Club rolls their 17th Annual Daytona Christmas Boat Parade on the Halifax River. Truly a festival of lights dancing on the water, attendees will be able to vote for their favorite decorated boat. Sponsors of the HRYC Christmas Boat Parade are Chart House and Atlas Insurance. For more information, please visit www.hryc.com.

Attendees are encouraged to register to be entered into a drawing to win an Apple iPad. The **Riverfront Festival of the Season** supports Sophie's Circle animal rescue – attendees may drop off food or monetary donations at the event.

Come enjoy the **Riverfront Festival of the Season**. Unwrap our holiday charm and see why happy holidays begin in Downtown Daytona Beach!

For more information about **Riverfront Festival of the Season** or the Riverfront Shops of Daytona, including specific times of events, please visit www.RiverfrontShopsOfDaytona.com. **The Riverfront Festival of the Season** is presented by The Daytona International Auto Mall, and sponsored by Downtown Daytona Beach Development Authority, Bright House Networks.

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Submitted By:

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