

PRESS RELEASE
FOR IMMEDIATE RELEASE
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**Downtown Daytona Gets in Gear
For Spirit Of The Automobile
Three Day Event!**
Spirit of the Automobile – A Nostalgic Car Event

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DAYTONA BEACH, FL – **The Spirit Of The Automobile** kicks off the automotive enthusiasts celebration with a fun James Bond themed Casino Night on Friday, May 20th from 7 pm to 11 pm at MG on the Halifax located at 241 Riverside Drive in Holly Hill. Attendees will have fun testing their skills at blackjack, craps, roulette and more. Tickets are \$40-\$75 with \$5,000 in chips per couple or \$2,000 in chips per individual ticket. The Casino Night will feature heavy hors d'oeuvres, live music, silent auction and special guest appearances. Event to benefit Halifax Health Foundation.

On Saturday, May 21st, get your motor runnin' and head out to the **Spirit of the Automobile** on Beach Street in Downtown Daytona Beach on Saturday from 10 am to 5 pm. Downtown's beautiful Riverfront Park will be the backdrop for over 600 cool cars from the 40's, 50's, 60s, including modern age vehicles, race cars, motorcycles, muscle cars, luxury RV's and more. **Spirit of the Automobile is open to the public and admittance is free.**

Think Mustangs, Shelbys, Franklins, Woodies, Choppers and luxury RV's. Take a stroll down memory lane with these timeless treasures and modern day and exotic machines. This nostalgic event is a classic celebration of cars, music and everything automotive.

Spirit of the Automobile attendees can expect to enjoy automotive styles stretched across generations, music, a cigar bar, food and libations and artistry all in beautiful downtown Daytona Beach in the park overlooking the Halifax River. The Navy Band will provide a special musical performance.

Those who wish to display their vehicle are encouraged to register online at www.downtowndaytonaevents.com. Registrations before May 9 will save \$5 off the \$15 registration fee. Pre-registration fee is \$10. After May 9 and on the day of the event, the registration fee is \$15. Benefits will go to Halifax Health Foundation, Neo-Natal Unit.

On Sunday, May 22nd, the "**Cruise The Loop**" is back! Join fellow enthusiasts cruising one of Florida's popular scenic loops. Attendees will meet at Belair Plaza, 2501 N. Atlantic Avenue in Daytona Beach at 9:30 am to enjoy complimentary hot coffee provided by Octane Java and donuts by Donnie's Donuts (while supplies last). The **Cruise The Loop** will roll out promptly at 10 am, cruise the loop and end up at Hanksters Hot Rod Museum of Daytona, which will be open to tour while participants will be able to enjoy food trucks, drinks, the Navy Band and DJ Frank Roberts spinning tunes. The cruise route is a popular drive favored by cycle & classic car drivers alike and designated on Florida's Scenic Drive Map. This scenic road twists and turns around the water and ends on Florida State Road A1A at the Atlantic Ocean. For more info and to register please visit www.downtowndaytonaevents.com

For additional information on the **Casino Night**, **Spirit of the Automobile**, or **Cruise The Loop**, please visit www.downtowndaytonaevents.com or call [386-238-4001](tel:386-238-4001). Special room rates are available through the **Spirit of the Automobile's** official hotel sponsor, The Shores Resort & Spa 2637 S. Atlantic Avenue, Daytona Beach Shores, [386-767-7350](tel:386-767-7350), just mention **Spirit of the Automobile** when making reservations.

Daytona Auto Mall, Bright House Networks, City of Daytona Beach, Riverfront Shops of Daytona Beach, Daytona Beach News-Journal, Daytona Toyota, Heacock Classic Insurance, Lazydays, Indian Motorcycle, MG on the Halifax, Halifax Health, Rebel Rock Racing proudly sponsor **Spirit of the Automobile**.

Historic Downtown Daytona Beach is a destination in itself, with several blocks of restaurants and shops all facing a beautiful waterfront park.

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