

# Press Release

## RIVERFRONT MUSIC FESTIVAL IN DOWNTOWN DAYTONA BEACH Friday & Saturday, March 21 & 22, 2014

**DAYTONA BEACH, FL** (March 6, 2014) – What better way to show off the beauty and unique Riverfront Shops of Downtown Daytona Beach than to fill the air with great music, delicious food, and fine-looking arts & crafts. The **Riverfront Music Festival will take place Saturday March 22<sup>nd</sup> from 1-8 pm. Admission to the park is FREE.**

Windy City & Mck's Tavern will kick off the music festival on Friday March 21<sup>st</sup> with Irish Rock music in their restaurants located on S. Beach Street. On Saturday morning the Daytona State College **M.I.C. Band** will perform at the Farmers Market on City Island.

A stage will be setup in Riverfront Park at the corner of Beach Street and Magnolia. Saturday's festivities in the park will start at 1 pm with Daytona State College **contemporary ensemble bands** and the DSC Theater Department's Improv Group. These groups will be followed by two of the area's finest bands, **Are Friends Electric** fronted by **Jeremy** and **Andrea Mix** at approximately 5 pm, and **The Love Band** at approximately 7 pm.

Additionally, the Daytona State College School of Photography will have a display in the park along with lots of artisans displaying their arts & crafts. Gourmet Food Trucks will be serving a wide selection of delicious food and a bar will be available for adult beverages.

On Saturday Mck's Tavern will feature an **Irish Jam session** at 3 pm followed by Irish Band, **Banished Misfortune** at 6 pm.

This event is presented by The Daytona International Auto Mall, and sponsored by Downtown Daytona Beach Development Authority, Daytona Beach News Journal ,WNDB, and WLOV.

**For more information about Riverfront Music Festival, including specific times of events, please go to [www.RiverfrontShopsOfDaytona.com](http://www.RiverfrontShopsOfDaytona.com).**

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