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**FOR IMMEDIATE RELEASE
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DOWNTOWN DAYTONA BEACH TO HOST A VARIETY OF HOLIDAY EVENTS

DAYTONA BEACH, Fla. – Guests are invited to *Unwrap Our Holiday Charm* with a Santa's sack full of festive holiday events this December at the Riverfront Shops of Daytona Beach in Downtown Daytona Beach.

December's installment of Downtown Daytona Beach's *Front Porch Friday* event will give customers an expanded opportunity to do their holiday shopping with a variety of downtown merchants open late on the evening of Friday, December 7.

December's Front Porch Friday will also feature a holiday edition of the *One Night Works* paint party and art contest. Local artists can grab a canvas between 4:00-5:00 p.m. at Sweet Marlays' Coffee, 214 S. Beach Street. Participants will then have from 5:00-9:00 p.m. to paint a scene celebrating the holiday season. The painted canvasses will then decorate the windows of the downtown shops, and downtown visitors will vote for their favorites. The winner will be announced at the next Front Porch Friday on January 25.

The *Holiday Wine Walk* will take place at the Riverfront Shops of Daytona Beach on Saturday, December 8 from 1:00-5:30 p.m. Guests can begin their Wine Walk at Cinematique or Rhokkoh's Frozen Yogurt, where they will receive their Holiday Wine Walk passport and drink tickets. The attendees will then spend the afternoon visiting 20 stations to enjoy wine and holiday goodies. Tickets cost \$18 in advance or \$20 on the day of the event, and they can be purchased at Cinematique (242 S. Beach Street) or www.HolidayWineWalk.Eventbrite.com. All Wine Walk participants must be at least 21 years old.

The *Riverfront Market* will then be held Saturday, December 15. This event will feature artists and artisans showcasing their wares from 10:00 a.m. to 4:00 p.m. Guests can enjoy an open air shopping experience while strolling through three blocks of vendors showing pottery, glass, jewelry, home décor, jewelry, holiday items, arts & crafts and more.

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The afternoon of Saturday, December 15 will also bring the *Home for the Holidays* event to Riverfront Park from 1:00-6:00 p.m. Bobby Bosley will serve as the master of ceremonies for this holiday extravaganza. Performances will include the Calvary Christian Praise Band and Choir, the Warner Christian Academy Velvet Blues Marching Band and the 14th Annual Downtown Opry Christmas Reunion, which features Linda Cole, Michael Leone, Shari Frink, Joey Miller, Eddie Uzzle, SASS and many other local performers. Other activities will include the Shergren Farms Petting Zoo and Santa's Workshop. The Home for the Holidays event is free and open to the public.

The festivities of Saturday, December 15 will conclude with the *12th Annual Daytona Christmas Boat Parade* on the Halifax River beginning at 6:30 p.m. The parade is presented by the Halifax River Yacht Club.

Downtown guests this holiday season can also enjoy the crèche art of award-winning artist Bill Egan at the Dunn Building. By December 1, the building's windows fronting on Magnolia Street will be filled with Nativity manger scenes as part of his "Come to the Stable" exhibition.

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

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Please direct media inquiries to Jason H. Jeffries, Project Manager at the City of Daytona Beach Redevelopment Office, at 386-671-8183 or jeffriesj@codb.us.