



P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

Robert Abraham
Chairman
Kelly White
Commissioner
Sheryl A. Cook
Joseph H. Hopkins
Tammy M. Kozinski

**FOR IMMEDIATE RELEASE
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A FRESH FACE FOR FOURTH FRIDAYS

Announcing Riverfront Fridays

DAYTONA BEACH, Fla. – Downtown Daytona Beach’s fourth-Friday celebrations will now be known as “Riverfront Fridays.”

Previously called the “Front Porch Friday Festival,” this event draws visitors and locals alike to the Riverfront Shops of Daytona Beach shopping district in the Beach Street area. Fourth Fridays feature free Cinematique movie screenings in Riverfront Park, arts and crafts vendors, specials at Downtown shops and restaurants, and historical presentations at Halifax Historical Museum.

The Daytona Beach Downtown Development Authority, which oversees the Riverfront Shops, changed the name as part of the event’s ongoing evolution.

“Unveiling the new Riverfront Fridays name demonstrates the DDA’s ongoing commitment to this event, which provides quality family activities at the Riverfront Shops in historic Downtown Daytona Beach,” said Jason Jeffries, who serves as the liaison between the Downtown Development Authority and the City of Daytona Beach.

Friday, April 25, 2014 will be the first event with the new Riverfront Fridays name. The festivities begin at 4 p.m., when a variety of arts and crafts vendors will showcase their creations in Riverfront Park. After browsing the vendors, attendees are encouraged to cross the street to dine at the restaurants of the Riverfront Shops and discover the many merchants. The evening’s finale will be the Cinematique Under the Stars movie of the month in Riverfront Park at dusk. April’s outdoor film is *The Hunger Games: Catching Fire*.

More information about Riverfront Fridays, the Riverfront Shops of Daytona Beach and other Downtown Daytona Beach events is available at 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.