



Media Contact: [Kate Holcomb](#), APR  
Daytona Beach Area Convention and Visitors Bureau  
386.255.0415, ext. 125

**FOR RELEASE**

## **6 One-of-a-Kind Daytona Beach Summer Adventures**

**DAYTONA BEACH, Fla. (May 11, 2017)** – With gorgeous year-round weather, some say Daytona Beach is one endless summer. But there are defining moments that make summer in Daytona Beach an adventure all its own! Music is in the air with the free [Bandshell Concert Series](#); country music fans enjoy the [Country 500 Great American Music Fest](#), the [Daytona Tortugas](#) season is in full swing, and the [Coke Zero 400](#) is the highlight of Fourth of July in Daytona Beach. Summer is the perfect time of year to enjoy a spontaneous weekday “girlfriend getaway” or much needed time away with a special someone. Here are six “only in Daytona Beach” Summer adventures:

### **1. Enjoy the Country, Country 500 that is (May 26-28)**

Blake Shelton, Kid Rock, Miranda Lambert, Keith Urban, Brooks & Dunn, Thomas Rhett, Hank Williams Jr., Jake Owen, Martina McBride and more will be bringing the second annual Country 500 Great American Music Festival to Daytona International Speedway Memorial Day Weekend, May 26-28. Approximately 75,000 fans rocked the inaugural music festival as Country 500 transforms racing’s greatest venue into a festival-goer’s dream.

*Full line-up and other event details: [Country500.com](#).*

### **2. Get Even More Revved Up (All Summer Long)**

Summer in Daytona Beach gets a jumpstart with the Richard Petty Driving Experience, an adrenaline pumping thrill of a lifetime! Experience the 31 degree banking of Daytona International Speedway's 2.5 mile track behind the wheel of a racecar at speeds of more than 150 mph. Or “slow it down” with a three lap ride-along.

*Select dates all Summer long: [Richard Petty Driving Experience in Daytona Beach](#)*

### **3. Go Sky High (All Summer Long)**

***Skydive DeLand*** – Not only is Skydive DeLand a world-class facility that will provide the ultimate experience, it’s in a gorgeous setting that is home to The Perfect Spot restaurant. Be a spectator, soak up the vibe, grab some great food and daydream as divers sky dance their way to the ground.

*For more information, visit [Skydive DeLand](#).*

**Daytona Beach Area Convention & Visitors Bureau**  
126 East Orange Avenue Daytona Beach, Florida 32114  
386.255.0415 | 800.544.0415 | [www.DaytonaBeach.com](#)



**4. The World's Most Famous Beach** – The 23-mile stretch of Atlantic Ocean coastline is famed territory. Stroll the same pristine hard-packed sands that created land speed records in the early 1900s; witness sea turtle season, May-September; join music lovers every Friday and Saturday night for the free [Bandshell Concert Series](#) and venture into unchartered waters: [learn how to surf](#), try [paddle boarding](#), or find a yoga class on the beach:

**Yoga on the beach:**

**Cherise's Heavenly Fitness**: Beach Yoga Tuesdays and Thursdays, 6:30 p.m., 386-383-2686.

**Daytona Yoga**: Beach Yoga and Meditation Sundays, 8:30 a.m., 386-589-1199.

**Kula Yoga**: Beach Yoga Fridays and Saturdays, 8:00 a.m., 386-872-3569.

**Sacred Strength Healing Arts**: Beach Yoga Sundays, 9:00 a.m., 386-947-7941.

*For more famous ideas, visit [DaytonaBeach.com](#).*

**5. Coke Zero 400 (June 30-July 1)**

It's a summer tradition as American as fireworks and cookouts. Be a part of the event that's produced some of the most dramatic moments in racing history, while you enjoy one of the biggest fireworks displays in the Southeast after the race. Country music star Tyler Farr will perform the pre-race concert prior to the 2017 Coke Zero 400 on Saturday, July 1.

*For more information: [Coke Zero 400](#).*

**6. Fun with the Fez Crowd (July 9-13)**

As part of their 143rd Imperial Session, Shriners International is bringing a series of family-fun events (some free!) to Daytona Beach - from popular parades with music and fireworks, motor corps competitions and an all-you-can-eat night at Jackie Robinson Ballpark. Offering up several "Nights of Music," [tickets](#) for the Fab Four, the famous Beatles tribute band, also went on sale May 5 and are going fast.

*For more information, visit [DaytonaBeach.com](#).*

Enjoying a spontaneous weekday getaway has never been easier! More Summer fun continues through July and August. Please visit [DaytonaBeach.com](#) to plan your Summer adventures.

***About the Daytona Beach Area***

Discover the new Daytona Beach and its surrounding area, a resurging destination along Florida's East Coast comprising eight distinct communities. Recognized worldwide for its annual events including Bike Week, Biketoberfest®, the Rolex 24 At Daytona and the Daytona 500, Daytona Beach's famed heritage also claims the headquarters of LPGA and NASCAR -- and is home to Daytona International Speedway, the 'World Center of Racing.' With more than 12,000 beds, the destination boasts accommodations for all lifestyles and budgets including resorts, B&Bs, hotels and everything in between. Ranked #1 in Travel Channel's 2017 "**Top 10 Attractions in Florida**," and one of TripAdvisor's 2016 "**10 Most Affordable Beach Vacations on Florida's East Coast**" and "**25 Most Popular Summer Vacation Rental Spots in the US.**" Visitors can enjoy the quintessential vacation experience beginning with the Daytona Beach Boardwalk and Pier, or choose from a surprising list of attractions and cultural venues and a colorful culinary scene. With 23 miles of world-famous beaches ideal for swimming and surfing, it is no surprise Daytona Beach was chosen as a **Best Florida Attraction and Best Spring Family Break Beach Destination** in the Top 10 Best Readers' Choice travel award contests sponsored by *USA TODAY*. To order a complimentary comprehensive Official Visitors Guide or book a stay, visit [DaytonaBeach.com](#). For real-time updates, visit [Facebook.com/DaytonaBeach](#) or [Twitter.com/DaytonaBeachFun](#).

###

**Daytona Beach Area Convention & Visitors Bureau**

126 East Orange Avenue Daytona Beach, Florida 32114  
386.255.0415 | 800.544.0415 | [www.DaytonaBeach.com](#)