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## FOR RELEASE

### Sunny & Fun Activities for Spring Family Beach Break in Daytona Beach

*Instagram Photo Contest Captures Fun in the Sun*

DAYTONA BEACH, Fla. (February 17, 2015) – The “World’s Most Famous Beach” has over the last decade become a leading destination for families seeking fun in the sun. While on **Spring Family Beach Break** in Daytona Beach (March 16-31), parents and kids enjoy wide, sandy beaches, waterside amusement park games and rides, and visits to attractions such as Florida’s tallest lighthouse.

“Our visitors on Facebook are literally counting down the days to their vacation with us,” said Daytona Beach Area CVB Executive Director Tom Caradonio. “They’re so excited to get here and we can’t wait for them to discover what’s new in Daytona Beach.”



#### Family Fun in the Sun Photo Contest

For families planning a **Spring Family Beach Break** to Daytona Beach, the CVB has launched its **Family Fun in the Sun Photo Contest**. Entrants can tag their pictures **#FamilyFunDaytonaBeach**. Families whose images garner the most likes will be entered into a drawing to win a Daytona Beach prize package that includes a goodies and a \$100 gift card. Participants are encouraged to follow the CVB on Instagram [@discoverdaytonabeach](#).



*Favorite places for anticipated Family Fun in the Sun photos:*

**Building sandcastles on the “World’s Most Famous Beach.”** Daytona Beach’s hard-packed sand makes perfect conditions for sandcastle building. Capture sand castles alongside their master architects and enter their sunny faces to win.

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# Daytona Beach

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**Climb Florida's tallest lighthouse.** Completed in 1887, the Ponce de Leon Inlet Lighthouse stretches 175 feet into the sky and is the perfect spot for family photo ops. It has a spiral stairway and a stunning view after the 203-step climb to the top. Entrants can have some fun with the Lighthouse Scavenger Hunt (find the sheet in the Gift Shop) and snap photos of each treasure. Earn extra likes for spotting "Nelly," the Lighthouse Cat.

**Soaring new heights.** Whether soaring to new heights on the beachside Ferris wheel and roller coaster, playing nostalgic arcade and midway games, or dropping a fishing line off the end of the pier, there is something for every member of the family on the boardwalk.



**Face to Face with a Sting Ray.** Learn about the wonders of sea life at the Marine Science Center, which rehabilitates sea birds and sea turtles while teaching the ecology behind the area's delicate marine environment. Kids make funny and excited faces when they first pet a sting ray, too: perfect for photo ops.

**The Ormond Beach Scenic Loop.** A family cruise along "The Loop" affords many spots to pull over, soak in old Florida and capture family photos with amazing natural back drops. Families looking to go deeper into nature can do so on the 30-mile scenic ride and spot local wildlife, and the splendor of unobstructed views of rivers, creeks, marshes, beach and the pristine hardwood hammock forest that canopies the road.

**Thrill Rides!** On and off the beach, visitors can take a spin around the go-kart track near the boardwalk, or go high above the tree tops at the Zoom Air Adventure Park for a zipline ride in the jungle of Tuscawilla Park. Daytona Lagoon, Daytona Beach's year-round family fun center with a waterpark, is also notoriously fun for **Spring Family Beach Break**.



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### **Extra Fun Activities**

Visitors who want to take a break from the beach and indulge will be amazed at the wide variety of family-favorite cultural activities in Daytona Beach.

[New! Museum Opens Doors to Share World's Largest Collection of Florida Art](#)

The Cici and Hyatt Brown Museum of Art is a new museum located on the same grounds as the Smithsonian-affiliated Museum of Arts & Sciences, which features a planetarium, a children's discovery museum and natural trails.

[Iconic Andy Warhol exhibit, through May 10, 2015 \(closed March 16-20\)](#)

Experience the icon that is Andy Warhol, and have some creative fun with your photo contest entries! Admission to the Southeast Museum of Photography and parking is free.

[Nina & Pinta Columbus Replica Ships, March 12-17](#)

These majestic ships will be docked at Inlet Harbor Marina for tours from 9 a.m. to 6 p.m. daily.

To see all of Daytona Beach's accommodations for Spring Family Beach Break, visit [www.DaytonaBeach.com/Hotels](http://www.DaytonaBeach.com/Hotels).

### ***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 15,000 beds, the destination boasts accommodations for all lifestyles and budgets including resorts, B&Bs, hotels and everything in between. 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 shelling, swimming and surfing, it is no surprise Daytona Beach was chosen as a **Best Florida Attraction** in the Top 10 Best Readers' Choice travel award contest sponsored by *USA TODAY*. To order a complimentary comprehensive Official Visitors Guide or book a stay, visit [DaytonaBeach.com](http://DaytonaBeach.com). For real-time updates, visit [Facebook.com/DaytonaBeach](https://www.facebook.com/DaytonaBeach) or [Twitter.com/DaytonaBeachFun](https://twitter.com/DaytonaBeachFun).

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