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## FOR RELEASE

### BEACH LIKE A LOCAL

*Visitors Discover Off-the-Beaten-Path Attractions and Restaurants in Daytona Beach*

**DAYTONA BEACH, Fla. (March 19, 2014)** – Increasingly, family travelers are looking beyond guidebooks and travel websites to find local hangouts and discover new, lesser-known attractions and restaurants.

One would think such locations would be hard to find in a destination known as the ‘World’s Most Famous Beach,’ but the Daytona Beach area is home to a thriving and cool community with a number of local treasures that are only now becoming known to visitors.

Explore these authentic area attractions and restaurants and discover the “Top 10 Ways to Beach Like a Local”:

#### Daytona Beach Downtown Farmers’ Market

With a number of hotels and rental properties offering in-room kitchens and kitchenettes, visitors are increasingly looking to stock up on fresh food for the family. The [Daytona Beach Downtown Farmers’ Market](#) offers fresh and organic fruits and vegetables, baked goods and seafood every Saturday from 7 a.m. to 1 p.m. More than a dozen local food vendors and live music welcome you next to historic Jackie Robinson Ballpark, just across the Halifax River from scenic Beach Street.

#### Sun Splash Park

Local families have come to enjoy this four-acre splash park at the southern end of Daytona Beach. Beat the heat with an interactive water fountain, shaded playground, picnic areas, Coca Cola-sponsored “cool zone” and more. Located at 611 S. Atlantic Ave., Sun Splash Park is FREE and open from sunrise to sunset.

#### Dancing Avocado Kitchen

Those looking for a fun, offbeat location for breakfast and lunch are sure to have a great experience at Dancing Avocado, known to be “where herbivore and carnivore eat together in harmony.” An eclectic atmosphere, farm-fresh menu, and nearly every item offered with the favorite fruit, this locale is a must-visit.

#### Ormond Brewing Company

The first craft brewer in the Daytona Beach area, the [Ormond Brewing Company](#) opened its doors in November 2013, offering a variety of delicious and unique brews and fun brewery tours. The company’s Tap Room is open 4 to 10 p.m. on Thursdays and Fridays, and 1 to 10 p.m. on Saturdays, and visitors are encouraged to bring their own food while enjoying artisan beers (nearby restaurants offer delivery direct to the Tap Room!).

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### Cracker Creek

[Cracker Creek](#) is an environmental and historical treasure just south of Daytona Beach in Port Orange. Located on the western side of scenic Spruce Creek, this 20-acre sanctuary is a natural home for a variety of endangered plants and animals best seen by boat or on foot. Visitors can paddle or tour the Creek on a variety of boat tours and sunset cruises, or via hydro bike, canoe and kayak rentals.

### Hidden Treasure Rum Bar & Grill on Ponce Inlet

[Hidden Treasure Rum Bar](#) is a great place to unwind after trekking to the top of the lighthouse, boating or paddle boarding on the Intracoastal Waterway. Serving fresh seafood daily, a happy hour from 4 – 7pm, and live music every night, this Old Florida locale offers visitors a slice of the Daytona Beach life.

### Dunn's Attic & Auction House

When on the hunt for one-of-a-kind finds, visit [Dunn's Attic & Auction House](#). Newly opened by one of the Daytona Beach area's staple retailers, the Dunn Family welcomes you to 12,000 square feet of shopping excitement featuring everything from furniture and jewelry to handmade gifts and collectibles. Make sure to visit Rosie's Café brimming with breakfast and lunch items, old fashioned sodas, beer and wine. And, stop by on Saturday for Mimosa Saturdays – all mimosas just \$1. Dunn's also includes a special Artist's Corner, featuring local artists year-round. It's a great way to find a truly special piece to remember a vacation.

### Bonfires on the Beach

If you are a true beach bum, sunset should not automatically halt fun on the sand. [Bonfires on the beach](#) offer an alternative to family bonding in a hotel room. Open to residents and visitors, Volusia County provides fire rings for bonfires free of charge on a first-come, first-served basis. Wood for the fire is not provided. Beach visitors are also allowed to bring their own bonfire pit. Fire rings are available November through April 28 during non-sea turtle nesting seasons.

### Ormond Scenic Loop and Trail

Interested in exploring some of the most beautiful natural scenery in Florida? [The Ormond Scenic Loop and Trail](#) is a must-do experience – ride, cycle or hike along 30 miles of roadways with direct access to the Intracoastal Waterway, Atlantic Ocean, Tomoka State Park and Bulow Creek State Park. The Loop also includes museums, historic public buildings and private homes.

### Cinematique Theater

For a cultural night out, follow the locals to Daytona Beach's only art-house cinema, the [Cinematique Theater of Daytona](#). This unique cinema serves food, beer and wine while movie-goers enjoy "hard-to-find" foreign and/or independent films. As a non-profit organization, their mission is to bring the best international, national and local independent films to Daytona Beach.

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### ***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®, Rolex 24 at Daytona and the Daytona 500, Daytona Beach's famed heritage also claims the U.S. 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, visit [DaytonaBeach.com](http://DaytonaBeach.com). For real-time updates, visit [Facebook.com/DaytonaBeach](https://www.facebook.com/DaytonaBeach) or [Twitter.com/DaytonaBeachFun](https://www.twitter.com/DaytonaBeachFun).

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