



Central Florida Hotel & Lodging Association
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MEDIA ALERT

FOR IMMEDIATE RELEASE
April 9, 2010

Contact: Erin Hellkamp (407) 432-3101

BACCHUS BASH 2010: A STREET PARTY **FUNDRAISER BENEFITING EDUCATION**

Who: The **Central Florida Hotel & Lodging Association (CFHLA)** is hosting the annual **Bacchus Bash** celebration.



What: Bacchus Bash is Orlando's largest street party, with approximately 100 vendors sponsoring booths. Participants can enjoy sampling favorite foods, specialty drinks, and live entertainment, from premier hotels and restaurants. Samples range from \$2, \$3, \$4, and \$5. Event is open to the public and parking is complimentary. Valet parking will be available the night of the event for a \$10 fee. Over 25,000 people are expected to attend in 2010.

All Bacchus Bash net proceeds benefit the CFHLA Educational Trust Fund, which provides scholarships and grants to local hospitality students and schools. Last year Bacchus Bash grossed over \$100,000!

Presenting Sponsor of Bacchus Bash is Coca-Cola Bottling Company.

When: **Friday, April 9, 2010**
5:00 – 10:00 p.m.

Where: **Orlando Premium Outlets**
8200 Vineland Avenue
Orlando, FL 32821
For Directions Only (407) 238-7787

For more information, please visit the Bacchus Bash 2010 website at: www.BacchusBash.org.

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The Central Florida Hotel & Lodging Association is the world's largest regional hotel association, representing approximately 80% of the hotels in Orange, Osceola and Seminole Counties.