



Central Florida Hotel & Lodging Association  
6675 Westwood Boulevard, Suite 210  
Orlando, FL 32821  
PH (407) 313-5000 FAX (407) 313-5050  
WEB: [www.cfhla.org](http://www.cfhla.org)

## MEDIA ALERT

FOR IMMEDIATE RELEASE

Contact: Erin Hellkamp (407) 432-3101

### **BACCHUS BASH 2013: A STREET PARTY FUNDRAISER** **BENEFITING HOSPITALITY EDUCATION**



**Who:** The **Central Florida Hotel & Lodging Association Foundation** (CFHLA Foundation) 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. This 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 2013.

All Bacchus Bash net proceeds benefit the CFHLA Foundation, a 501(c)(3) charitable organization which provides **scholarships** and **grants** to local hospitality students and schools. Last year, Bacchus Bash grossed over \$125,000!

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

**Entertainment Provided By:**

Alan Byrd  
Arts & Cultural Alliance of Central Florida  
Howl At The Moon  
Think Big!

**When:** **Friday, April 5, 2013**  
**5:00p.m. – 10:00p.m.**

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

For more information, please visit the Bacchus Bash 2013 website at: [www.BacchusBash.org](http://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.*