



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

PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Erin Hellkamp (407) 313-5035

2013 BACCHUS BASH RAISES OVER \$120,000 FOR HOSPITALITY SCHOLARSHIPS & GRANTS



The CFHLA Allied Relations Council celebrates the 2013 Bacchus Bash as 'the Romans do'

ORLANDO, FL (April 8, 2013): On Friday, April 5th, 5:00pm – 10:00pm at the Orlando Premium Outlets® – Vineland Ave, the **Central Florida Hotel & Lodging Association (CFHLA)** hosted its 27th annual **Bacchus Bash** celebration.

Bacchus Bash is Orlando's largest street party - with over **20,000 attendees** and over **60 vendors** in 2013. During the event, participants sampled favorite foods, specialty drinks, and live entertainment from premier hotels and restaurants. Samples ranged from \$2 to \$5 in "Bacchus Bucks."



Florida Technical College was awarded "Best Menu Item" & "Best Presentation Menu Item" at the 2013 Bacchus Bash serving "Pork Baby Back Ribs with African FuFu, Sweet and Spicy Jack Daniels Sauce and Macerated Dried Fruits"

This year, Bacchus Bash grossed over **\$120,000** for the CFHLA Foundation, which provides **scholarships** and **grants** to local hospitality students and schools.



The Caribe Royale Resort & Convention Center helps raise funds at the 2013 CFHLA Bacchus Bash

For additional information, please visit the Bacchus Bash 2013 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.