

FOR IMMEDIATE RELEASE

CONTACT:

Tim Stockman

Vice President

Ocean Waters Management

(386) 944-4296 Office

tstockman@oceanwatersmanagement.com



**MASSIVE VETERANS DISPLAY, TRIBUTE CONCERT AND BALLOON LAUNCH DURING
BIKE WEEK TO HONOR THOSE WHO HAVE FALLEN AND THOSE WHO SERVED**

March 4-6, 2010, DAYTONA BEACH, FL -- The Plaza Resort & Spa, in partnership with the World Famous Buffalo Chip, are honored to present one of the largest Veterans Tributes in the United States.

"A Walk With Heroes" will have tributes to all branches of our Armed Forces, prestigious speakers, top level entertainment, and the largest balloon launch in the history of Veteran's memorials at the Plaza Resort & Spa, during the climax of Bike Week.

"It's no coincidence that this event falls during Bike Week," says Lifetime VFW Member and Ocean Waters Chief Operating Officer, Stephen Nalley, "So many bikers are veterans, themselves. We want to give something back."

A complete replica of the Vietnam Wall will be escorted to the Plaza by the Rolling Thunder and other Veteran-related motorcycle groups.

"If you have never experienced the raw emotion of 'The Wall', now is your chance," says Rolling Thunder Chapter President, and Vietnam Veteran, Jon Hanson.

The memorial contains all 58,195 names of those who fell in the conflict. The Wall will be staffed with honor guard for all 3 days of display, with a "Change of Guard" ceremony taking place every ½ hour, around the clock.

Here is a list of the memorials that will also be on display:

- Walk of Heroes Collection
- The "Cost of Freedom" tribute
- WWII, WWI and Korean War Tribute Collections
- Gold Dog Tag collection for casualties since Vietnam and the War on Terror
- 9/11 Tribute
- Civil War Memorial

--MORE--

BIKE WEEK VETERANS – CONTINUED

More than 75 Veterans related associations and charities will be on hand to honor the fallen. Commitments have been made from 15 Veterans motorcycle groups to attend, as well.

On March 6th, a major ceremony will be held to formally honor veterans of every branch. Civilian and Military guests will be encouraged to purchase balloons from their charity of choice and write a note to fallen heroes.

At 6:45pm, the balloons will be released.

“This is not just an event for veterans, it’s for everyone,” says Tim Stockman, Vice President of Ocean Waters. “We encourage civilians to come to the memorial, to see the sacrifices that have been given, and join us in remembering the fallen.”

After the balloon launch, a live concert will kick off a night of entertainment on the Plaza pool deck. Veterans will receive free admission to all the festivities the night of the 6th by showing a valid Military ID, Veterans ID or Veterans Association card. Civilians can gain entry through an on-site charitable donation.

Bands include:

The Glimmer Twins (the only tribute band endorsed by the Rolling Stones)

Jimi Taylor (Jimi Hendrix tribute band)

The General Public is invited to come to the Plaza to view the memorials on the 4th and 5th, and are welcome to join veterans for the ceremonies on the 6th. There is no charge to come to the Plaza to view the memorials or participate in the ceremony.

“Our goal is to raise awareness for Veterans groups, and also to raise money to keep them going,” says Gene P. Carroll, Post Commander and National Committee Member of the Veterans of Foreign Wars. “By the time the 3 days are up, we hope to have raised more than \$150,000 for Veteran’s charities and, hopefully, inspired visitors to give, year-round, to help support the men and women who have fought for this county.”

The Plaza Resort & Spa is located at 600 N. Atlantic Avenue in Daytona Beach. The media is invited to attend all festivities. Media must RSVP for organizational purposes.

Media can contact Tim Stockman at (386) 944-4296, for further details or email him at tstockman@oceanwatersmanagement.com

ABOUT THE PLAZA RESORT & SPA AND OCEAN WATERS MANAGEMENT

Ocean Waters manages 20 oceanfront hotels in the Daytona Beach, Daytona Beach Shores and Ormond Beach area, including the Plaza Resort & Spa. In 2007, the company was honored by receiving the VFW's "National Employer of the Year." This award recognizes Ocean Waters' devotion to hiring and promoting military veterans. You can view all Ocean Waters Properties at www.daytonahotels.com.

The Plaza resort & Spa has stood watch over Daytona Beach for more than 100 years. Originally built in the 1888, Daytona's most Historic Hotel has been a favorite getaway for the famous and families, alike, for more than a century. In modern times, the Plaza is still leading the way in hospitality, by becoming one of first hotels in Daytona Beach to earn State Certified "Green" status. With 323 guest rooms, 32,000 square feet of meeting space and a full service European Spa on site, the Plaza has insured its place in the history and future of the Beach we call home. For more information visit www.plazaresortandspa.com.