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MEDIA 



**Danny Wimmer Presents
Introduces Daytona International Speedway
As New Location For
Welcome To Rockville**

**Florida's Biggest Rock Experience
Will Move To Its New Home In Daytona Beach, Florida
May 8, 9 & 10, 2020**

Premier independent festival producer **Danny Wimmer Presents** announces a brand new location for the 2020 edition of **Welcome To Rockville**. The 10th year of Florida's Biggest Rock Experience will be held at **Daytona International Speedway** in **Daytona Beach, Florida** on **Friday, May 8, Saturday, May 9 & Sunday, May 10, 2020**.

After nine years at **Jacksonville's Metropolitan Park**, **Welcome To Rockville** will be moving to the world famous **Daytona Beach** for the festival's 10th year. As a result of **Jacksonville's** continued development of the city's downtown area, **Metropolitan Park** is no longer available to host the annual festival. After welcoming sold-out crowds of 90,000-plus the past three years, the move to **Daytona International Speedway** will allow **Rockville** to increase its audience capacity while at the same time providing more enhanced audience experiences. A recent \$400 million dollar renovation of the **Speedway** and additional \$200 million invested in the surrounding area in recent years has transformed the destination into a world-class facility, including numerous hotels within walking distance, many dining options and expanded space for camping, allowing **Rockville** attendees a convenient and well-rounded experience.

“**Welcome To Rockville** might be leaving **Jacksonville**, but I’m not leaving **Jacksonville** behind,” says **Danny Wimmer**, founder of **Danny Wimmer Presents**. “This is where it all began – not just for **Rockville**, but for me. I love my hometown, and I’m really proud of what **Rockville** accomplished in its nine years in **Jacksonville**. Unfortunately, there was no longer a space at **Metropolitan Park** for us to deliver the kind of festival experience that Florida’s rock fans deserve. I’m excited to have a larger site to work with that allows us the room to continue growing the festival experience. I hope all of our Jacksonville friends will join us in this next phase of **Welcome To Rockville**’s evolution.”

“**Daytona International Speedway** will serve as a great destination for **Welcome To Rockville**,” Track President **Chip Wile** said. “The facility is home to motorsports’ biggest events, and we’re excited to add this major music festival to our event calendar. The facility provides all the amenities and camping needs for guests while they enjoy a star-studded music lineup, all with the ‘World Center of Racing’ serving as the backdrop.”

More details, including an incredible music lineup for the 10th annual festival, will be announced in the coming months.

Welcome To Rockville continues to grow, and had its biggest year ever in 2019 with **99,000** in attendance over a **sold-out** weekend, May 3, 4 & 5 at Metropolitan Park in Jacksonville. The 9th annual festival featured some of the biggest names in rock, with Tool, Korn, Rob Zombie, Judas Priest, Incubus, Evanescence, Shinedown, Bring Me The Horizon and Chevelle leading a lineup of over 50 music artists.

Welcome To Rockville is produced by Los Angeles-based **Danny Wimmer Presents**, one of the largest independent producers of destination music festivals in America. Additional **DWP** events include Aftershock Festival, Bourbon & Beyond, Chicago Open Air, Epicenter Festival, Hometown Rising, Louder Than Life, and Sonic Temple Art + Music Festival.

Daytona International Speedway is located at 1801 West International Speedway Blvd, in Daytona Beach, Florida. It’s just minutes away from the Daytona Beach International Airport, and less than two hours from Jacksonville and Orlando.

In 2016, the **Speedway** completed a \$400 million renovation that transformed the venue into a state-of-the-art motorsports facility and garnered the SportsBusiness Journal’s prestigious Sports Business Award for Sports Facility of the Year. Opening recently across the street from **Daytona International Speedway** is **ONE DAYTONA**, a 300,000-square-foot retail, dining and entertainment district, along with two Marriott hotels and luxury apartments coming soon.

For more information on **Welcome To Rockville**, visit:

Website: www.WelcomeToRockvilleFestival.com

Facebook: @welcometorockville

Twitter: @RockvilleFest

Instagram: @welcometorockville

About Danny Wimmer Presents: Since 1993, music industry veteran Danny Wimmer has been producing concerts and festivals, both large and small. In 2011, he formed Danny Wimmer Presents, which now produces several of the largest rock and alternative festivals in the U.S. By combining A-list talent with local cuisine and culture, DWP has become recognized within the industry for delivering the highest-quality entertainment experiences to fans, artists, sponsors, partners and host cities. DWP creates memorable and all-encompassing festival experiences, leaving both consumers and partners with lasting and meaningful impressions. DWP will continue to add new music festivals to its already stellar portfolio, which currently includes Aftershock Festival, Bourbon & Beyond, Chicago Open Air, Epicenter Festival, Hometown Rising, Louder Than Life, Sonic Temple Art + Music Festival, and Welcome To Rockville. Previous DWP festivals include Rock On The Range, Carolina Rebellion, Northern Invasion and more.

www.DannyWimmerPresents.com

About Daytona International Speedway: Daytona International Speedway is a state-of-the-art motorsports facility and was awarded the SportsBusiness Journal's prestigious Sports Business Award for Sports Facility of the Year in 2016. Daytona International Speedway is the home of "The Great American Race" – the DAYTONA 500. Though the season-opening NASCAR Cup Series event garners most of the attention – as well as the largest audience in motorsports – the approximately 500-acre motorsports complex, also known as the "World Center of Racing," boasts the most diverse schedule of racing on the globe. In addition to at least nine major event weekends, the Speedway grounds are also used extensively for events that include concerts, civic and social gatherings, car shows, photo shoots, production vehicle testing and police motorcycle training. For more information, visit DaytonaInternationalSpeedway.com.

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