



Central Florida Hotel & Lodging Association
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PRESS RELEASE

FOR IMMEDIATE RELEASE

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2014 BACCHUS BASH EARNS OVER \$120,000 FOR HOSPITALITY SCHOLARSHIPS & GRANTS



Brio Tuscan Grille Won "Most Creative Booth" by celebrating Bacchus Bash 'Carnivale Style'

ORLANDO, FL (April 7, 2014): On Friday, April 4th, 5:00pm – 10:00pm at Orlando Premium Outlets® – Vineland Ave, the **Central Florida Hotel & Lodging Association** (CFHLA) hosted its 28th annual **Bacchus Bash** celebration.

Bacchus Bash is Orlando's largest street party - with over **20,000 attendees** and over **40 vendors** in 2014. 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."



Hilton Orlando General Manager and CFHLA Board Chairman Doug Gehret joins his staff at Bacchus Bash 2014

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

For additional information, please visit the Bacchus Bash 2014 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.