



May 15, 2013
FOR IMMEDIATE RELEASE
Media@CarolinaBalloonFest.com

National Balloon Rally Charities Announces 2013 Carolina BalloonFest 40 Beneficiary: American Cancer Society's Relay For Life of Statesville

Carolina BalloonFest announces their primary beneficiary of 2013 festival as American Cancer Society's Relay For Life of Statesville. This organization offers a life-changing event that gives everyone in communities, such as Statesville, and across the globe a chance to celebrate the lives of people who have battled cancer, remember loved ones lost, and fight back against the disease.

The Relay For Life of Statesville event is scheduled to begin at 3PM on May 17, 2013 at Iredell County Fairgrounds through 3pm May 18. It is an organized, overnight community fundraising walk and teams of people camp out around a track. Team members take turns – relay – around the track. To build camaraderie, entertainment, food, games and activities are planned. The entire community is welcome in this family-friendly environment.

Opening Ceremony on May 17 takes place at 3pm and brings everyone together for a high-energy event kickoff to celebrate the lives of those who have battled cancer, to inspire hope by sharing recent accomplishments and progress, and to remind everyone that while we are winning this battle, fighting cancer is a year-round priority.

The *Survivor Lap* begins at 7pm. During the Survivors Lap, upbeat music plays as all cancer survivors at the event take the first lap around the track cheered on by the other participants who line the track, celebrating their victory over cancer.

Luminaria Ceremony at 9:30pm is a time to remember people we have lost to cancer, to support people who currently have cancer, and to honor people who have fought cancer in the past. The power of this ceremony lies in providing an opportunity for people to work through grief and find hope. Each luminaria bag is tributed to a loved one that has been diagnosed with cancer. If you would like to honor or remember a loved one, dedicate a luminaria, today!

The *Closing Ceremony* at 3pm on May 18 is a time to remember the lives of those lost and to celebrate that each of us has committed, through our participation in a Relay event, to fight back against this disease over the next year.

Visit RelayForLife.org/Statesville.com for team and event information. Celebrate, Remember, Fight Back!

Save the Date for Carolina BalloonFest... October 18-20, 2013. Join us to celebrate our 40th Anniversary! We'll have 50 majestic hot air balloons which take flight into the skies near dawn and dusk when the thermal atmosphere is most stable. Guests are encouraged to 'Come Early & Stay Late'. Experience a variety of family-friendly activities such as Live Entertainment, Kids Zone sponsored by Yadkin Bank, Tastes of NC Wines & Beers sponsored by Wine Maestro, Tethered Balloon Rides, Artisan Village and Marketplace and great food along Eat Street! Our Saturday evening Balloon Glow is sponsored by Black Automotive Group. Hot Air Balloon Flights may be available to purchase at the venue; advance reservations are recommended prior to the festival. A new addition is Carolina BalloonFest 5K & Kids Fun Run on Sunday morning when participants will run with the balloons.

Carolina BalloonFest is an annual event held in Statesville, NC every third weekend of October. As the second oldest hot air balloon festival in the United States, Carolina BalloonFest attracts tens of thousands of visitors from across the country. The 2013 festival benefits American Cancer Society's Relay For Life of Statesville. 2013-14 Sponsorship packages are available. For more information, visit CarolinaBalloonfest.com.

###