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FOR IMMEDIATE RELEASE

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### **National Balloon Rally Charities Announces 2014 Carolina BalloonFest Beneficiary**

Carolina BalloonFest announces its major charity recipient for 2014 will once again be the American Cancer Society's Relay for Life of Statesville.

Each year, the Relay for Life organization offers a life-changing event which 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 2014 Relay For Life of Statesville event is scheduled May 16. The event is organized as an 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. Planned activities and entertainment at 2014 Relay For Life of Statesville include:

3 pm	Event Begins May 16
4 pm	Kids Zone
6:30 pm	Kids Walk
7 pm	Opening Ceremony
7:30 pm	Survivor Activities
9:00 pm	Luminaria Ceremony
12 am	Mr. Relay Announcement
6 am – Midnight	Track Challenge
7 am	Closing Ceremony May 17

Visit [RelayForLife.org](http://RelayForLife.org) for Statesville team and event information at Troutman, NC and [facebook.com/RelayforLifeofStatesville](http://facebook.com/RelayforLifeofStatesville) for additional activities and entertainment schedule.

Throughout recent years, a favorable partnership has developed between both organizations as Relay For Life participants have become valued volunteers who staff areas of the Carolina BalloonFest.

After a successful and memorable 40th Anniversary of Carolina BalloonFest, the National Balloon Rally Charities donated 60K to local non-profit organizations. American Cancer Society's Relay For Life of Statesville accepted \$20,000. Additional recipients were Boy Scouts of America (Troops 607, 607, 335, 174 & 609), Girl Scouts Carolinas Peaks to Piedmont, Mitchell Community College BLET, Statesville Kiwanis, SCAN, NIHS Cheerleaders, Statesville Chamber of Commerce and United Way of Iredell County. At the annual Appreciation Evening in November 2013, the organization also recognized the contributions of over 600 volunteers and dozens of event sponsors who contributed to the success of the festival weekend, including over 50 pilots and crews who journeyed across the United States to participate in the 40th Anniversary Celebration weekend.

Save the Date for Carolina BalloonFest - **October 17-19, 2014!** 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. 2014 Sponsorship opportunities are available. For more information, visit [CarolinaBalloonfest.com](http://CarolinaBalloonfest.com) and [facebook.com/CarolinaBalloonFest](http://facebook.com/CarolinaBalloonFest). Tickets and sponsorships support our mission!

National Balloon Rally Charities, Inc. is an incorporated 501(c)(3) charitable organization dba Carolina BalloonFest and all contributions are tax deductible. A portion of proceeds raised through Carolina BalloonFest hot air balloon festival is distributed to local non-profit organizations.

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