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FOR IMMEDIATE RELEASE

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## Enhanced Brand Logo is Aloft for Carolina BalloonFest

Statesville NC – MAY 1, 2014 – National Balloon Rally Charities dba Carolina BalloonFest soars into its fourth decade of hot air balloon events and unveils a new brand identity with the release of their enhanced logo.

“The launch of our new brand logo celebrates our long-standing, vibrant position in the history of hot air ballooning as we transition into our fourth decade of hosting annual hot air balloon festivals in Iredell County, North Carolina,” said Robb Collier, Executive Director of National Balloon Rally Charities.

As the main attraction of Carolina BalloonFest, the “gentle giants” inspired the contemporary logo which upholds the former portrayal of two hot air balloons now styled as simple, bold strokes of color to impress an experience in tandem with the festival name. The large hot air balloon (on left) envelops the event name while the small hot air balloon is illustrated (on right) as a playful, whimsical accent to the overall logo image. Another detail to the enhanced logo includes triangular gondolas under both balloons; a tribute to the baskets produced by our local balloon manufacturer, Firefly Balloons.

The new brand identity was developed in collaboration with the graphic design talent of Printcrafters, a local printing and promotion resource in the community of Statesville.

*About our history.* In 1969, Bill Meadows, a native of Statesville, established Balloon Ascensions, LTD (a flight training and promotion company). Meadows founded The National Balloon Rally in 1974. In the early years of the rally, most of the flights were made from Balloon Ascensions.

In 1974, Tracy Barnes moved the Balloon Works from Charlotte, NC to Rhyne Aerodrome near Love Valley, NC and started manufacturing hot air balloons in Iredell County. Annual invitations to hot air balloonists continued and they gathered, camped, flew and shared adventures to foster their passion for flight. They ascended into the skies in their majestic, colorful balloons which complemented the morning sunrises and afternoon sunsets of north Iredell. The events at Rhyne Aerodrome, owned by Raeford and Anna Rhyne, became so popular that a larger venue was necessary to accommodate the growth of enthusiasts and spectators.

Over the next four decades, the rally’s name and venue locations have changed. October 2013 marked the 40th Anniversary of hot air ballooning in Iredell County. Throughout the 40 years, dedicated community leaders, volunteers and pilots continued to gather and organize this lofty, annual tradition. Statesville Regional Airport is now the venue for Carolina BalloonFest.

In 2007, National Balloon Rally Charities Inc. incorporated as a 501(c)(3) charitable organization dba Carolina BalloonFest. A portion of proceeds raised during the annual 3-day festival is distributed back to local non-profit organizations. The 2014 festival benefits American Cancer Society’s Relay For Life of Statesville.

Save The Date: **October 17-19, 2014.** Carolina BalloonFest is held in Statesville, NC every third weekend of October. Carolina BalloonFest holds a special place in ballooning history as the 2nd longest (consecutively) held hot air balloon event in the United States and attracts tens of thousands of visitors from across the country. Sponsorship packages are available. For more information, visit [CarolinaBalloonFest.com](http://CarolinaBalloonFest.com) and [facebook.com/CarolinaBalloonFest](https://facebook.com/CarolinaBalloonFest).

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