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FOR IMMEDIATE RELEASE  
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## **40th Carolina BalloonFest Offers Variety Between Dawn & Dusk Panoramic Flights**

Statesville, NC (10/01/2013) - The 40th Annual Carolina BalloonFest will take place this October 18-20, at the Statesville Regional Airport. This year's festival features over 50 breath-taking hot air balloons decorating the sky at dawn and dusk, and a magnificent Saturday Evening Balloon Glow, sponsored by Black Automotive Group.

Although hot air balloons take flight into the skies at dawn and dusk when the thermal atmosphere is most stable, tethered balloon rides are anchored and can offer an abbreviated sensation of flight when elevated near 100 ft. above ground. Weather permitting, Hot Air Flights and Tethered Balloon Rides are available to purchase throughout the weekend.

Come Early and Stay Late! In addition to the beautiful evening balloon launches and sanctioned competition flights on Saturday & Sunday mornings, there are various activities for the entire family.

Explore the ever-active Kids Zone, sponsored by Yadkin Bank which is at the ready with many inflatables, a bungee jumper, rock wall, laser tag arena, a double zip line and the gaming trailer for families and friends to make memories together.

All the entertainment on Main Stage, sponsored by Wells Fargo, opens Friday afternoon with Albannach, Bing Futch, Danny Woods & The Party Prophets with Cindy Floyd. The 3-day weekend music lineup also includes Lindsey Nicole, Clay Lundsford Americana Group, Papa John & the House Party, Shelia Carlisle & Max Drake (former members of Arhooly) with special guest Pat 'Mother Blue' Cohen, Abe Reid, Joint Heir, The Broadcast. Our 2<sup>nd</sup> Stage, sponsored by Our State Magazine, hosts more talented, local musicians!

Run For Charity while running with the balloons on Sunday morning... registration is open for the first 5K & Kids Fun Run at the festival and sponsored by Thorlo.

Guests at the venue can opt to experience "A Taste of Wine & More!" sponsored by Wine Maestro Statesville, where wines and craft beer made in North Carolina can be tasted on Saturday and Sunday to complement all the outdoor festivities. To enjoy the variety of creative offerings, tickets can be purchased for only \$15.

This year, Carolina BalloonFest soars to benefit American Cancer Society (ACS) Relay for Life of Statesville. Relay For Life is the American Cancer Society's signature annual event, held annually to celebrate those who have fought cancer, remember those lost to cancer and raise funds to create awareness and put an end to the disease.

Day-of-event cash only admissions range from \$5 to \$15.00. Children age 12 and younger will be admitted free on Friday and Sunday. Advance tickets are available online through October 17 via Carolina BalloonFest website. Limited on-site parking is free. Spectators are encouraged to use satellite parking at Iredell County Fairgrounds in Troutman which provides a free shuttle service to the BalloonFest venue for an admission discount. Veterans Appreciation Day is Sunday; retired veterans & active military enter free with military ID. Spectators are encouraged to arrive by 2pm on Saturday and Sunday to guarantee entry. Festival gate times are:

Friday, October 18 3:00pm – 8:00pm  
Saturday, October 19 7:00am – 8:00pm  
Sunday, October 20 7:00am – 6:00pm

Sponsorship and volunteer opportunities are available! To learn more, visit [CarolinaBalloonFest.com](http://CarolinaBalloonFest.com).

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