

## *Balloon Festival Launches July 23*

Colorful balloons filling the sky. Concerts. Amusement rides. Fireworks. Food. All in one place.

This will be the scene at the 38th annual New Jersey Lottery Festival of Ballooning, the largest summertime hot air balloon and music festival in North America. It launches July 23

It's also the perfect staycation for families looking to stay close to home this summer when the Festival relaunches July 23-24-25 at Hunterdon County's Solberg Airport in Readington.

The hot air balloon inflations and ascensions --- what the festival calls the "magic of ballooning" --- take place in the early morning and early evening.

In between, the festival offers hours of

affordable family entertainment including a live concert series; a fireworks display; a nighttime balloon glow where the balloons are inflated and lit up like giant lanterns; children's amusement rides and age-appropriate entertainment; human cannonball David "The Bullet" Smith; the Running with the Balloons 5K race; exciting experiential attractions, samples and exhibits from leading consumer brands; and hundreds of crafters and food vendors.

This year's concert lineup features best-selling children's recording artists Laurie Berkner on Friday, Barenaked Ladies on Saturday, and Styx on Sunday. Lawn seating for the concerts is included in general admission tickets. The Festival also offers VIP reserved concert seating.

