

Balloon Festival to bring fun, music to Readington

READINGTON TWP. – From a new hot air balloon in the shape of the sun to new entertainment features including games and headlining concerts, the New Jersey Lottery is bringing the fun to the upcoming New Jersey Lottery Festival of Ballooning.

As the largest summertime hot air balloon and music festival in North America prepares to launch July 23-24-25 and is ready to fill the air with balloons, music, and possible Lottery game winners, anything can happen.

The three-day festival features the spectacle of up to 100 sport and special shaped hot air balloons taking flight twice each day; a live concert series; fireworks; a nighttime hot air balloon glow; family entertainment; children's amusement rides; human cannonball David "The Bullet" Smith; the New Jersey Lottery Running with

the Balloons 5K; food, and more.

A new feature will be the New Jersey Lottery's Lottery Land, a spacious entertainment complex for adults 18 and older that will feature the Quick Draw Lounge, a bi-level modern lounge area. Adult festival-goers can enjoy an immersive Lottery player experience in multiple ways including the opportunity to buy Quick Draw and CASH POP! games; play the Beanbag Bucks giant cornhole game where attendees have the chance to win Scratch-Offs prizes.

New musical performances will be featured on the New Jersey Lottery CASH POP! Summer Stage, where attendees can relax and enjoy eight New Jersey-based emerging artists. In addition to the live performances, the stage will also feature a DJ playing music and an emcee interacting with the crowd

throughout the weekend.

The 38th annual New Jersey Lottery Festival of Ballooning marks the return of large-scale outdoor entertainment since the pandemic began. Mass hot air balloon inflations and ascensions are scheduled for the early morning and early evening each day.

The festival's live concert series features Max Weinberg's Jukebox followed by a fireworks display on Friday night, July 23; Bare-naked Ladies presented by the New Jersey Lottery in conjunction with the nighttime hot air balloon glow on Saturday night, July 24; and Styx on Sunday afternoon, July 25. Best-selling children's recording artist Laurie Berkner opens on Friday afternoon, July 23.

For tickets and information including a daily schedule of activities, visit www.balloonfestival.com.

