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NEWS: Hudson Hot Air Affair — For Immediate Release

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***This is the first in a series of press releases leading up to the Hudson Hot Air Affair (January 26-28). Each press release will highlight a different aspect of this popular Winter event.***

Attachments: text file and photo file (jpg)

*Photo Caption: The Hudson Hot Air Affair balloon launches on Saturday, January 27 at sunrise and/or 3:00 in afternoon, as well as the Sunday, January 28 at sunrise, offer a colorful show for spectators. (all launches are weather permitting.)*

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### **Hudson Hot Air Affair pre-events start on January 7th**

The 29th annual Hudson Hot Air Affair celebration has been moved one week earlier, to January 26-28, 2018. This fun-filled winter festival and hot air balloon rally changed its date due to the Super Bowl taking place in Minneapolis. With football in mind, the 2018 Hot Air Affair theme is “Touchdown Hudson XXIX” with several football related activities during the event.

The Hot Air Affair will once again feature 30+ hot air balloons and special shape balloons in mass ascension flight (weather permitting) at E.P. Rock school grounds in Hudson, WI. There will be many returning favorite balloons as well as some new pilots and balloons.

While the balloon launches on Saturday and Sunday offer a colorful show, HAA isn't just a spectator event. There is a varied selection of activities throughout the weekend to experience, including several pre-events for individual or family participation.

Starting on Sunday, January 7, Hot Air Affair will hold a Family Fun Day at the Ice Castles in Stillwater, MN. Come check out the fire of hot air balloon burners at the ice spectacular and meet the Snow Queen and her Royal Guard from 3-6 p.m. Use a Hot Air Affair Discount Code: icecub18 at [IceCastles.com/Stillwater](http://IceCastles.com/Stillwater) for a \$2 off admission.

On Saturday, January 13, Hudson's County Market will host a countdown event that celebrates the “Touchdown Hudson XXIX” theme. Stop in from 10 a.m.-1 p.m. and see a hot air balloon basket and kids can pick up balloon coloring sheets.

Also on Saturday, January 13, from 5 - 8 p.m., there will be a Candlelight Hike and Ski at the YMCA Camp St. Croix's north property (DayCroix), sponsored by PCK Foundation. Candle-lit trails for cross-country skiing and hiking along with trail side fires for quick warm ups. Come see a hot air balloon. Complimentary refreshments hosted by Art Doyle's Spokes & Pedals.

A Canvas Party Painting Classes with Audrey Martin will be on Wednesday, January 17 at 6 p.m. at Belle Vinez Winery, 10829 875th Ave., south of Hudson. The class will feature a painting of “Scarlett's Petticoat” Balloon. The cost is \$45 for class and supplies, additional cost for food & beverages. Pre-register at [birchbarkcreations@icloud.com](mailto:birchbarkcreations@icloud.com).

The kids can get a start on Hot Air Affair on Saturday, January 20 from 9-11 a.m. with Breakfast Crafts for Kids at Dick's Bar & Grill at 111 Walnut Street. Come have breakfast, see a hot air balloon basket and celebrate the 2018 Hot Air Affair with a free art event for the kids.

Family Fresh Market will host a Hot Air Affair Fun at the Fair event on Saturday, January 20 from 10 a.m.-1 p.m. Learn about the St. Croix County Fair and 4-H projects and activities. Food sampling and register to win prizes, including a balloon ride in the Family Fresh hot air balloon during the 2018 HAA.

Saturday, January 20 from 1-3 p.m. The Phipps Center for the Arts will hold a Family Day Activity. Adults and children of all ages will create "costumes" to wear in the quirky and fun "Touchdown Hudson XXIX" Torchlight Parade on January 26. All materials provided for this free hands-on art-making activity. No registration required.

Starting Friday, January 26 thru February 28, PressEnter! will hold its annual Hot Air Affair Photo Contest. Submit your best photos of any HAA event and you could win a prize. Send to 421 N 2nd St., River Falls, WI 54022 or email to [photocontest@pressenter.com](mailto:photocontest@pressenter.com). Details at [HUDSONHOTAIRAFFAIR.COM](http://HUDSONHOTAIRAFFAIR.COM).

The Hudson Hot Air Affair is full of family friendly activities and events. The HAA brochures with event details are available at local businesses and the Hudson Area Chamber of Commerce and Tourism Bureau office. Check out the web site at [www.HudsonHotAirAffair.com](http://www.HudsonHotAirAffair.com) for a complete event schedule. The Hot Air Affair Facebook page has the latest news and pictures of countdown and HAA weekend events.

This year's brochure also has money saving coupons from Chicone's Liquor Mart, County Market, Dilly Dally in the Alley, Fairfield Inn, Family Fresh Market, the Hudson House Grand Hotel, Ice Castles Stillwater, Learning RX, the Smilin' Moose and The 715.

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***For more information or interviews, please contact Evy Nerbonne at 715-222-5375 or Carla Timmerman at 715-220-9550. Media interested in balloon flights during the 2018 Hudson Hot Air Affair should contact Nerbonne as soon as possible to reserve a spot during a flight.***