

January 4, 2018

NEWS: Hudson Hot Air Affair — For Immediate Release

Contact: Jacki Bradham, (715) 386-3826, rbradham@presenter.com

This is the second 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: Students assemble inside a balloon envelope during a Hot Air Affair educational program at Houlton Elementary School. Photo by Art Juchno.

###

Hot Air Affair Weekend Packed Full of Fun Events

The Hudson Hot Air Affair (HAA) winter festival and hot air balloon rally on January 26-28 will be presented by WESTconsin Credit Union. While the balloons are the main feature of this annual event, with mass ascension flights of over 40 hot air balloons (weather permitting) on Saturday and Sunday, there are a variety of family friendly activities offered throughout the weekend.

The winter festival kicks off Friday night, January 26, with the Hot Air Affair Torchlight Parade, featuring blasts of flames from the balloon units, marching kazoo bands and “Touchdown Hudson XXIX” theme parade units. After the parade, there is a fireworks display at Lakefront Park.

Hot Air Affair activities start during the day on Friday with the retail button promotion. Pick up an instant prize button at the Hudson Area Chamber of Commerce and Tourism Bureau office or at participating businesses and look for your winning number. Hot air balloon pilots will also present education programs at Hudson schools on Friday.

The Saturday, January 27 schedule at E.P. Rock School will include outdoor activity with the ever-popular smooch boarding, kite flying and ice carving. Inside the school, a concession area will offer food and beverages, and the marketplace and craft fair will be open from 8 a.m. to 8 p.m. Stop by for crafts for kids, geocaching demonstration and entertainment.

Other Saturday activities include: a pancake breakfast at the Masonic Temple at 7 a.m.; the Up, Up & Away 5K fun run/walk is at 10 a.m.; tours at the Octagon House Museum from 10 a.m.-4 p.m.; and Angel’s Pet World will host a pet costume contest at 3 p.m.

Two fundraising events are scheduled for the evening of Saturday, January 27. The Hudson Boosters will hold their annual HAA Bingo Fundraiser from 2-4:30 p.m. and again from 6:30-9 p.m. at the Hudson House Grand Hotel. Enjoy a fun filled evening of bingo and raise money for youth sports programs in Hudson.

The Taste of Hot Air Affair “Touchdown Hudson XXIX” Edition is set for 7:30 p.m. at the Hudson House Grand Hotel. Enjoy spirits, wine and beer tastings, along with appetizers, chocolates and cheeses samplings, hot hors d’oeuvres, a cash bar and music by Boondoggle. A

silent auction fundraiser and other proceeds from this event will benefit Hudson Relay for Life-American Cancer Society. Tickets are available at WESTconsin Credit Union, Hudson House Grand Hotel and Linda White Family Hair Care. Tickets cost \$15 in advance (by 1/25/18) or \$20 at the door.

Sunday, January 28 activities begin with a 7:35 a.m. balloon launch (weather permitting). The Lake Mallalieu Ice Fishing Derby for kids age 6 to 12 will be from 2-4 p.m. Hop & Barrel Brewing Company will host a Hot Dish Contest from 3-7 p.m.

The Hot Air Affair brochures with event details are available at local businesses and the Hudson Area Chamber of Commerce and Tourism Bureau office. Check out the website at HudsonHotAirAffair.com for more details including a complete event schedule, a list of balloons and sponsors. The Hot Air Affair Facebook page has the latest news and pictures of HAA events.

###

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.