

January 14, 2018

NEWS: Hudson Hot Air Affair - For Immediate Release

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This is the third 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: doc file and photo file (jpg)

Photo Caption: County Market hosted a countdown event on January 13th to celebrate the Hot Air Affair's football theme "Touchdown Hudson XXIX." (left to right) Hot Air Affair committee members Mike Murray and Ray Peterson, County Market store manager Nancy Hovey, Hot Air Affair committee members Josh Cool and Ruth Peterson, and County Market staff Brandon Lindahl and Jason Holte.

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Hudson Hot Air Affair: Balloons, Parade & More

It's all about the balloons—and there will be plenty of them to see in Hudson during the annual Hudson Hot Air Affair, presented by WESTconsin Credit Union-Hudson. This is the 29th year for the hot air balloon rally and winter festival, and old home week for many of the returning pilots as the Hot Air Affair is an annual stop on many of the balloonists' schedules.

The winter festival kicks off Friday night, January 26, at 7 p.m. in downtown Hudson, with the Torchlight Parade, featuring blasts of flames from the balloon units, marching kazoo bands and "Touchdown Hudson XXIX" theme units. This year's Grand Marshals will be former NFL player and former Hudsonite Barry Rose, along with Hudson High School football coach Adam Kowles and the Raiders football players. A fireworks display, sponsored by Andersen Corporation, will begin immediately after the parade at Lakefront Park.

Hot Air Affair retail button promotion begins at 10 a.m. on Friday. Pick up a Hot Air Affair instant prize button at the Hudson Area Chamber of Commerce and Tourism Bureau office or at participating businesses. Check your number at participating stores during Hot Air Affair and you could be an instant winner!

Shop at: Abigail Page Antiques, Angel's Pet World, Applebee's Restaurant, Art Doyle's Spokes and Pedals, Brick's Neapolitan Pizza, Chapter2Books, Dilly Dally in the Alley, Et Cetera, Grand Fête, Hudson Flower Shop, Knoke's Chocolates, La Rue Marche, Salvaged with Style, SEASONS on St. Croix Gallery, Stone Tap, Suri Oaks, The 715, The Lone Squirrel, The Nova, The Postmark Grille, The Purple Tree, The SubHouse and Urban Olive & Vine.

Check out musical offerings both Friday and Saturday nights at several locations throughout Hudson including: Smilin' Moose, Dick's Bar & Grill, Urban Olive and Vine and Plaza Lounge/Hudson Bowling Center.

E.P. Rock Elementary School will be the hub of activity on Saturday, January 27 with the balloon launches. The first hot air balloon launch is scheduled for sunrise at 7:35 a.m. If the balloons don't fly in the morning, there is an optional flight at 3 p.m. and the final launch is scheduled for Sunday morning at 7:35 a.m. All inflations and flights are weather dependent.

The popular Moon Glow or Field of Fire will be at 6:30 p.m. on Saturday night. Hot air balloons light up the dark so bring your camera for this spectacular event. In the event of windy weather, Moon Glow becomes a Field of Fire.

Saturday's schedule at E.P. Rock School will include outdoor the ever-popular smooch boarding contest, the Up, Up & Away 5K fun run/walk, kite flying, ice carving and more. Inside the school, a concession area and marketplace will offer food, beverages, souvenirs and a craft fair. Come in out of the cold to warm up and enjoy kid crafts, entertainment and more.

New this year will be the Flying Footballs Fundraiser on Saturday at 2 p.m. Make a donation to the Hudson Police Explorers, watch the football drop and your numbered football could win a cash prize.

Sunday, January 28 activities include the Lake Mallalieu Ice Fishing Derby for kids age 6-12 from 2 - 4 p.m. Also on Sunday, Hop & Barrel Brewing Company will host their 1st Annual Hot Dish Contest from 3 - 7 p.m. There is a \$10 entry fee with all entry fees going towards the best hot dish prize! Entry maximum 20, one entry per person. RSVP with name, phone and email to eryka@hopandbarrelbrewing.com

The Hudson Hot Air Affair is coordinated by a non-profit community volunteer organization. Look for brochures with money saving coupons throughout the Hudson community. A complete schedule of events is posted on www.HudsonHotAirAffair.com. The event will also be posting flight decisions and other timely notices on Facebook and Twitter.

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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.

Additional Hot Air Affair photos, logos and press releases are available on the HAA Google Drive at <https://drive.google.com/open?id=0B33kvg7iQUiPWUtIZno4NTk3MXM>