

## Hudson Hot Air Affair News Release

November 7, 2019

*Photo caption: Kicking off the season in plaid are WESTconsin Credit Union staff and Hot Air Affair committee members. Pictured, standing l to r, are Linda White and her lumberjack attired dog Sophia, AJ Hein, Lori Rayome, Lola Scott, Maria Harp, Teri Peterson, Nicole Schuerman, Ray Peterson, Sharon Young, Richard Young, Elizabeth Nyhus, Maria Schmitt, Katie Jones, Melissa Kraemer and Evy Nerbonne. Sitting, l to r, are Kyle Hayes, Jenni Foley, Emma Anderson and Laura Kristoff.*

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### **2020 Hudson Hot Air Affair Theme Announced**

The Hudson Hot Air Affair has announced the theme of the 2020 hot air balloon rally and winter festival. “Balloon’n Up Nort’ Yah Sure You Betcha” will play out in buffalo plaid with ear flapper hats and hot dish recipes. WESTconsin Credit Union is the corporate sponsor of the annual event coming February 7-9, 2020 throughout the Hudson community. Hailed as the premier winter hot air ballooning weekend in the Midwest with mass ascensions and a moon glow or field of fire, the Hot Air Affair also includes a torchlight parade, marketplace and craft fair, smooch boarding competition, ice carving, children’s activities and theme events.

The Hot Air Affair Committee is seeking new volunteers to help with event planning, social media, balloon crewing, merchandise sales, school program assistance and other activities. If interested in volunteering, contact the Hot Air Affair at 715-381-2050 or email [Hudsonhotairaffair@gmail.com](mailto:Hudsonhotairaffair@gmail.com). 2020 will be the 31<sup>st</sup> annual Hudson Hot Air Affair and is coordinated by volunteers.

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