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**NEWS: Hudson Hot Air Affair - For Immediate Release**

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***Hot Air Affair is sharing a series of press releases leading up to the Hudson Hot Air Affair on Feb. 7-9. Each press release will highlight a different aspect of this popular winter event.***

Attachments: text file and photo file (jpg)

*Photo Caption: The 36th Hudson Hot Air Affair, on February 7-9, 2025, is a family friendly winter festival designed to encourage people to get out and enjoy the many events in the Hudson area. Photo courtesy of Ron Lahr.*

**Hudson Hot Air Affair: Staying Alive in 2025**

Hudson Hot Air Affair announces its 2025 event theme of “Staying Alive in 2025” for the 36th annual celebration on February 7-9. Known as the premier hot air balloon rally and winter festival in the Midwest, this family-friendly community event is presented by WESTconsin Credit Union and supported by hundreds of sponsors, partners and volunteers.

By the way, if you are interested in volunteering and keeping the Hudson Hot Air Affair alive, please check out our website’s volunteer page for a link to upcoming volunteer needs.

2025 brings some big changes to Hot Air Affair. The most important one is a NEW LOCATION. Due to construction, the event will be held at River Crest Elementary School at 535 County Road F (South of Hudson). The Balloon Launches (weather permitting), Marketplace and Craft Fair, Smoosh Board Competition, Prize Drop Fundraiser, Moon Glow/Field of Fire are all moved to the River Crest School grounds.

The new location comes with a big change, the addition of free shuttle buses. Due to limited onsite parking, on Saturday, February 8th, all guests MUST take a free shuttle bus to attend events at the school. Only handicap parking will be available at the school on Saturday, and it will be limited to a first come basis. Please plan to come at least a half hour early as it will take some to “Do the Hustle” to shuttle and catch a free ride to the school.

Several countdown events are planned to lead up to the winter festival. They begin on Friday, Jan. 17, from 6:30-9:30pm with the Hudson Hot Air Affair Kick Off Fundraiser Meat Raffle at Big Guys BBQ Roadhouse, 1237 Hwy 35 North, Hudson, WI. Join us as we celebrate the “Staying Alive in 2025” theme. Put on your dancing shoes and show us your best disco moves.

Other pre-events include: a Jan. 18th Breakfast Crafts for Kids at Dick’s Bar & Grill; Jan. 25th Candlelight Hike & Ski and Game Day at YMCA Camp St. Croix; Jan. 26th Countdown Event at Hudson Grocery Co-op; Jan. 28th “Staying Alive” CPR Class at Hudson Hospital & Clinic; Feb. 1st Countdown Event at County Market and Feb. 5th HHAA Canvas Party Painting Class.

Let the fun begin, as we usher in the 36th annual Hudson Hot Air Affair on Feb. 7-9, 2025. Find details about these countdown events and all the other Hot Air Affair events at [HudsonHotAirAffair.com](http://HudsonHotAirAffair.com) or visit us on Facebook or Instagram for the latest announcements and details.

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