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

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Attachments: text file and photo file (jpg)

*Photo Caption: While the Hudson Hot Air Affair will be different, hot air balloon fans will still have the opportunity to see balloons soar over Hudson in February 2021.*

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**Hudson Hot Air Affair is Bringing Fun to 2021**

Hudson Hot Air Affair announces its theme “Bringing Fun to 2021” for the annual hot air balloon rally and winter festival on February 5-7, 2021 in Hudson, WI. With many events being canceled or postponed due to the ongoing pandemic, the Hudson Hot Air Affair committee decided not to cancel. Instead, they are making changes to the event, keeping the health and safety of the community in mind.

With a legacy of 32 years, the Hot Air Affair is a family tradition for many of their participants, their sponsors and the community.

“People have had a really challenging year and we feel it’s important to bring some fun to families and the Hudson community,” said Michelle Webb, HHA president.

The 2021 event will be a hybrid including added virtual programming with balloons in the air, an evening drive-thru balloon glow and candlestick event and lots of fun. The event usually attracts about 30 to 35 balloons; however, they expect about half that many will be able to participate with pop-up launches around Hudson, weather permitting. While there won’t be any public launch field access, they are adding live video coverage of the pop-up launches.

WESTconsin Credit Union is returning as the corporate sponsor and organizers are working to bring a fun, albeit different, Hudson Hot Air Affair to 2021. The committee welcomes guests to support our local businesses and enjoy unique, one-of-a-kind experiences. Please be sure to mask-up, physical distance and enjoy the Hudson Hot Air Affair responsibly.

For more information visit [HudsonHotAirAffair.com](http://HudsonHotAirAffair.com) or check Facebook and Twitter. Announcements and the latest details will be posted as they become available.

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