

January 3, 2021

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

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Attachments: text file and photo file (jpg)

***This is one in a series of press releases leading up to the Hudson Hot Air Affair (February 5-7). Each press release will highlight a different aspect of this popular Winter event.***

*Photo Caption: Hudson Hot Air Affair is "Bringing Fun to 2021" with a hybrid event on February 5-7.*

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**Hudson Hot Air Affair will be a Hybrid Event**

The Hudson Hot Air Affair is set for February 5-7, 2021 with the theme "Bringing Fun to 2021" and once again the balloons will be the highlight of this 32nd annual hot air balloon rally and winter festival. Be aware that due to COVID health concerns, this year's event will be different. It will be a hybrid event with some live video coverage, some video reminiscing and some new fun activities.

On Saturday and Sunday, February 6th & 7th at 8 am there will be Pop Up Balloon Launches with 15+ hot air balloons launching from various locations around Hudson. While there will be colorful balloons in the air, there won't be a public launch field. General information on where to look for balloons in the sky will be available at [HudsonHotAirAffair.com](http://HudsonHotAirAffair.com) and on Facebook. Fill up your coffee cup, peer out your home or car windows and look to the sky for winter balloon color! Just remember, all flights are weather dependent.

The traditional evening balloon glow will have a new twist this year as a drive through event. Join the fun on Saturday, February 6th from 5:30 - 6:30 pm for the Drive-Thru Balloon and Candlestick Glow, sponsored by Hall Family Foundation. Inflated hot air balloons and glowing burners light up the darkness as you enjoy from the comfort of your vehicle. St. Croix Electric Cooperative and Family Fresh Market-River Falls offer other lighted displays. The location to be announced.

Hot Air Affair partnering with River Channel Hudson/North Hudson Community Access Television for streaming video and live coverage of the Pop Up Balloon Launches and the evening Balloon Glow event. Video programing will be available in a few different ways. Tune in to [HudsonHotAirAffair.com](http://HudsonHotAirAffair.com), visit [facebook.com/hudsonhotairaffair](https://facebook.com/hudsonhotairaffair) or watch on YouTube at River Channel.

The Hot Air Affair is made possible through the support of many local sponsors including WESTconsin Credit Union, who is returning as the corporate sponsor.

For more information and a list of the 2021 Hot Air Affair activities visit [HudsonHotAirAffair.com](http://HudsonHotAirAffair.com) or check Facebook. Announcements and the latest updates will be posted as they become available.

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