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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 (Feb. 2-4). Each press release will highlight a different aspect of this popular winter event.

Attachments: text file and photo file (jpg)

Photo Caption: The Hudson Hot Air Affair is set for February 2-4 with hot air balloons, family friendly events and winter fun throughout the weekend.

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Rockin' at Hot Air Affair

Hudson Hot Air Affair kicks off on Friday night, February 2, with the Hot Air Affair Torchlight Parade at 7pm. The parade starts at the Wells Fargo parking lot and travels down 2nd Street, turning down Walnut Street and ends at the Hudson Arch. This year's grand marshal is long time Hot Air Affair volunteer Mary Martin. It may be short, but this parade is packed full of fun. With blasts of flames from the balloon units to help warm the crowd, spectators will see marching kazoo bands and "Rockin' with the Coldies" themed parade units. Immediately following the parade there is a fireworks display at Lakefront Park sponsored by Andersen Corporation.

The 35th annual Hot Air Affair, a family friendly winter festival and hot air balloon rally, is a weekend packed full of activities. WESTconsin Credit Union returns as the corporate sponsor.

The hot air balloons are the highlight of the event, offering a colorful show with mass ascension flights of hot air balloons (weather permitting). All of the launches are at E.P. Rock school grounds at 340 13th Street South, in Hudson. The first balloon launch is scheduled for Saturday, February 3 at sunrise (7:35am). There is an afternoon launch at 3pm which is an optional flight if the morning flight has launched. The final launch is set for Sunday, February 4 morning at 7:35am.

One of the most spectacular sights at Hot Air Affair is the Moon Glow on Saturday evening from 6:30-7pm at E.P. Rock school grounds. The balloon envelopes are inflated and glow like colorful lanterns in the night (weather permitting). In the event of windy weather, this event becomes a Field of Fire as the pilots use their burners to light the sky with flames.

Another crowd favorite is the annual Smoosh Board Competition, starting at 1pm on Saturday on E.P. Rock school grounds. This is the Hot Air Affair's wackiest winter sport with 4 people on the same smoosh boards. Call 651-210-7858 to register your team now.

There are a lot of opportunities to come in out of the cold on Saturday during Hot Air Affair. From 7am to noon the Masonic Temple will hold its annual Pancake Breakfast at 209 Locust Street. The Hot Air Affair Marketplace and Craft Fair is open from 8am to 8pm on Saturday with

crafts and souvenir selection. Local non-profit groups with hot food and drinks will be available for purchase in the E.P. Rock school cafeteria. The Octagon House Museum at 1004 3rd Street, will be open from 11am to 4pm for an open house on Saturday and Sunday (admission).

Hot Air Affair also offers opportunities to have fun while you give back to local community organizations with different fundraising events.

The Hudson Rotary will host their annual St. Croix River Dunk on Saturday, February 3, from 1-3pm at Lakfront Park. The Hudson Boosters will hold their annual Bingo Fundraiser on Saturday, from 2-5pm at the Village Inn in North Hudson. Enjoy a fun filled evening of bingo and raise money for youth sports programs in Hudson. Hot Air Affair is hosting a Prize Drop Fundraiser for the Hudson Grocery Co-op. Make a donation for a chance to win a cash prize and then watch the prize drop on Saturday at 2pm at E.P. Rock. The Hudson Lions Club is having a Bean Bag Tournament on Saturday at noon at Hop & Barrel Brewing. The competition will be indoors with prizes for the top teams.

Sunday, February 4 starts with a sunrise Balloon launch at E.P. Rock School. There is a “Rockin’ with the Coldies” Breakfast from 9am-noon at Big Guys BBQ Roadhouse, 1237 Hwy 35 N. The annual Kids Ice Fishing Contest on Perch Lake, from 1-3pm, with mentors, equipment and giveaways for the kids.

Hot Air Affair brochures, with details on these events and more, are available at local businesses. Visit their website at HudsonHotAirAffair.com for details and a complete event schedule or visit the Hot Air Affair Facebook page has the latest news and updates.

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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 2024 Hudson Hot Air Affair should contact Nerbonne as soon as possible to reserve a spot during the Friday media flight.