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

Contact: Jacki Bradham, (715) 386-3826, [jackib@att.net](mailto:jackib@att.net)

Attachments: text file and photo (jpg)

Photo Caption: *More than 30 balloonists will join Hudson Hot Air Affair on February 2-4 to share the spectacle and excitement of the sport of hot air ballooning.*

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**“Rockin’ with the Coldies” at Hudson Hot Air Affair**

Hudson Hot Air Affair announces its 2024 event theme of “Rockin’ with the Coldies” for its 35th annual celebration held on February 2-4, 2024. 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.

The musical theme will be observed throughout the Hot Air Affair weekend. Plans are underway to bring over 30 hot air balloons to Hudson for mass ascensions and the Moon Glow/Field of Fire on Saturday and Sunday (weather permitting). Many of the popular events like the Torchlight Parade, smooch board competition, marketplace and craft fair, the Taste of Hot Air Affair fundraiser and the new “Sippin’ with the Hotties” hot beverage crawl.

New this year, Hudson Hot Air Affair is opening Local Balloon Sponsorships to the public. Make Hot Air Affair a weekend to remember with this unique personal experience. Individuals, families and businesses may sponsor a balloon during Hot Air Affair. Balloon sponsorships are \$475 and include one individual hot air balloon ride during Hot Air Affair (weather permitting), your name listed as a sponsor of your balloon, meet your pilot at the Friday pilot dinner, attend the crew school and crew for your balloon. There are only a few sponsorships available so please contact Michele DeLong at 715-575-1864 or [hhaasponsors@gmail.com](mailto:hhaasponsors@gmail.com) to support Hot Air Affair with a balloon sponsorship.

Hudson Hot Air Affair, Inc. is a Wisconsin not-for-profit corporation, and this major event is run entirely by volunteers. We invite you to join the Hot Air Affair Committee.

For more information about becoming a sponsor or joining the planning committee and becoming part of this fun focused, community-oriented event, please contact Michelle Webb at 612-423-0177. Visit [HudsonHotAirAffair.com](http://HudsonHotAirAffair.com) to learn more.

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