

March 1, 2008
Contact: Jennifer Sanzi
jennifer@o-apr.com
(775) 829-2810
For Immediate Release



The Great Reno Balloon Race 2008

Dates scheduled, sponsorship sales now officially open

(RENO, Nev.) - The internationally renowned Great Reno Balloon Race will paint the Reno skyline again **September 5, 6 and 7, 2008** at Rancho San Rafael Regional Park. What began with just 20 balloons in 1982 has grown to showcase more than 100 balloons and pilots from as far away as Auckland, New Zealand. On average, 140,000 spectators from all over the world come to share in the wonder of this three-day event.

“We are excited to announce the 2008 event dates and would like to invite the community to become an integral part of this year’s event by sponsoring a balloon,” Steve Trounday, Balloon Race President, said.

Those who sign up as a sponsor before March 1, 2008 will receive \$100 off the sponsorship fee, two tickets to the first annual Great Reno Balloon Race Champagne Tasting in March, logo or name recognition as an early sponsor in the Balloon Race e-newsletter and a commemorative Balloon Race gift basket.

In addition to providing vital support for a non-profit event, sponsorships are also the only way to fly during the event and range in price depending on benefits. Many businesses use event sponsorships as an employee relations program, VIP client hosting opportunity and community outreach.

“From day one we have used the event to show appreciation of our customers,” said Phil Holland, President of Communications Installation Services, Inc. (CIS). “I still receive thanks from customers that rode in a balloon our first year, 2003, and CIS has enjoyed repeat business from those folks. The rewards are many.”

For more information about sponsorships or the 2008 event, call the Balloon Race hotline at (775) 826-1181 or visit www.renoballoon.com.

Thanks to the continued support of generous sponsors, The Great Reno Balloon Race continues as a free event for its 27th year. This year's major sponsors include: Wells Fargo Bank, the May Foundation, Silver Legacy Resort Casino, Harrah's Reno, Reno.com, Jack in the Box, Great Basin Internet Services, Communications Installation Services Inc. (C.I.S.) of Reno, KRNV News 4, KOH Radio, Reno-Sparks Convention and Visitors Authority and Shell Oil. With a special thanks to our Founding Sponsors: Club Cal Neva, Grand Sierra Resort, IGT, Peppermill Hotel Casino, Sands Regency Casino Hotel and the University of Nevada, Reno.

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