



April 9, 2008  
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## **The Great Reno Balloon Race Introduces New Event** *Spring Champagne Tasting to kick off 2008*

(RENO, Nev.) Reno's end-of-summer landmark, [The Great Reno Balloon Race](#), will start the season with its inaugural *Balloons & Bubbles* Champagne Tasting on Friday, May 9 at 7 p.m. at the Eldorado Hotel Casino. The event will celebrate the long-standing relationship between hot air ballooning and champagne, when pilots toast first-time flyers in a traditional ceremony.

The event will be an educational evening for individuals who wish to learn more about the nuances and characteristics of champagne and sparkling wines. Sparkling Wine Specialist of Gruet Winery, Nels Becker, will give short lectures on the topic and guests will have the opportunity to sample six different varieties, complemented with desserts provided by the Eldorado.

In addition to champagne and desserts, guests will enjoy music by the String Beings and a silent auction, featuring various gifts from friends and sponsors of The Balloon Race. Proceeds from this event will benefit The Race, helping it remain free to spectators for years to come.

Tickets to the event, which is sponsored by Gruet Winery, Vino 100 and the Eldorado Hotel Casino, are \$45 per person. Tickets can be purchased at Vino 100 located at 748 S. Meadows Parkway or at Eagle Framing and Gallery, located at 765 S. Virginia St. Thanks goes to Digiprint Printing for the generous offer to donate the ticket printing. For more information, visit [www.renoballoon.com](http://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, News Talk 780 KOH, Bonanza Casino, Reno-Sparks Convention and Visitors Authority and Shell Oil. With a special thanks to our Founding Sponsors: Circus Circus, Club Cal Neva, Fitzgerald's, Grand Sierra Resort, IGT, Peppermill Hotel Casino, Sands Regency Casino Hotel and the University of Nevada, Reno.*

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Thanks to our sponsors, The Great Reno Balloon Race is free to our community and its visitors.  
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