



April 29, 2008
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The Great Reno Balloon Race Launches New Web site *User-friendly site for hot-air balloon enthusiasts*

(RENO, Nev.) – Now in its 27th year, The Great Reno Balloon Race introduced a brand-new Web site for the annual, non-profit event.

The Web site, www.renoballoon.com, was a joint effort between Olsen & Associates, 5 Pixels Studios and Great Basin Internet Services. It includes a section for spectators with an FAQ page, travel resources, parking and transportation information, a schedule of events and tips for enjoying the festivities. People who are interested in attending the Balloon Race may also request more information at the Web site.

The new site hosts online pilot registration in the Pilot Center as well as a complete listing of all the pilots, their balloons and their 2007 sponsors. The site's new [photo gallery](#) features Balloon Race Photo Contest winners and special-shaped balloons.

Another new feature of the Web site is its [Media Room](#), where members of the press can download digital media kits, sign up to receive press releases and fact sheets and download high-resolution photos.

Those interested in sponsoring the event can also visit the Web site to get more information and download sponsorship registration forms. The revamped site provides a link to the KRNV News 4 five-day weather forecast.

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, Shell Oil and Curves of Northern Nevada. 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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