



FACT SHEET

THE GREAT RENO BALLOON RACE 2014

LOCATION: Rancho San Rafael Regional Park, Reno, Nev.

AVERAGE ATTENDANCE EACH YEAR: 100,000+

DAWN PATROL: 5:30 a.m., Sat. and Sun.

PRIZE PURSE: \$12,000

ACCOMMODATIONS: www.visitrenotahoe.com

ADMISSION COST: Free

GLOW SHOW: 5:00 a.m., daily

MASS ASCENSION: 6:45 a.m., daily

PUBLIC TRANSPORTATION: 775.348.RIDE (7433)

MAP: www.renoballoon.com

ABOUT THE RACE:

OFF-FIELD COMPETITION: Mass Ascension marks the beginning of the competition. Up to 100 balloonists pilot their balloon to specified targets by directing their aircraft up or down to catch different air currents. There is tremendous skill along with a bit of luck involved with maneuvering these giants of the sky. Once over their target, the balloonist attempts to hit the "X" with a beanbag. The balloonist landing his or her beanbag closest to the center scores the most points. A cumulative score from all three days of competition determines who wins the official prize purse.

DAWN PATROL: A trademark of GRBR and worth the early rise, this show features a handful of balloonists who are qualified to fly in the dark. This is a dangerous task, as atmospheric conditions change drastically as the sun begins to rise. Balloons glow, twinkle and rise along to music and crowd participation on Saturday and Sunday only. This event features up to seven balloons at a given time.

GLOW SHOW: Beginning at 5 a.m. each day, glowing balloons act as a beacon to sleepy spectators arriving at the launch field. Friday morning kicks off the event with the largest Glow Show featuring 25 balloons. Saturday and Sunday feature ten balloons each day.

E.L. CORD TISSUE PAPER BALLOON LAUNCH: In conjunction with the Washoe County School District, hundreds of students launch tissue paper balloons into the air. This event is held on Friday only.

BALLOON BOULEVARD: Home to official Balloon Race merchandise and souvenirs, children's play area, crafts, and food and beverage vendors.

PARKING:

Parking at Rancho San Rafael is extremely limited. Arrive early to avoid traffic. Parking is also permitted at the lots north of Lawlor Events Center. A map is available at www.renoballoon.com.

TETHERED RIDES:

Tethered rides are available Saturday and Sunday for a \$5 donation to the Children's Cabinet, a local non-profit keeping families and children safe during crisis. The RE/MAX balloon also offers rides, with donations supporting the Children's Miracle Network