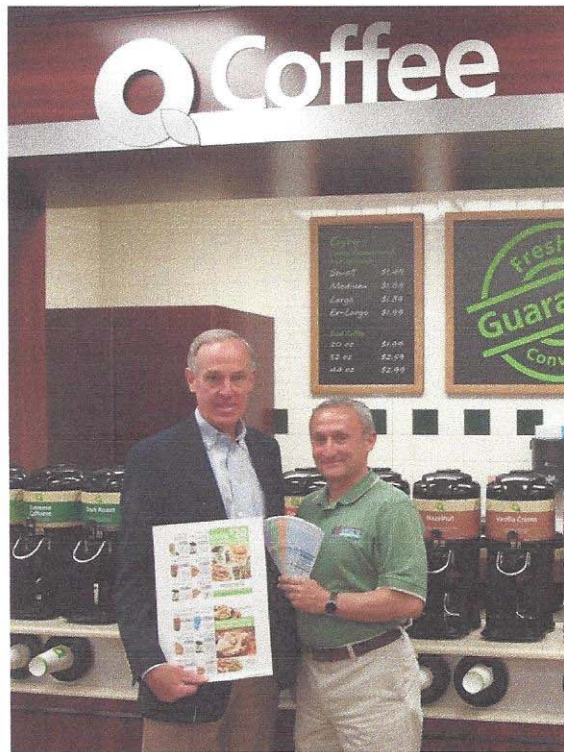


May 26, 2016

Balloon festival tickets on sale May 27

QuickChek stores are the exclusive retail outlet



(L-R) QuickChek CEO Dean Durling and Festival Executive Producer Howard Freeman have announced that tickets for the upcoming QuickChek New Jersey Festival of Ballooning in Association with PNC Bank will be on sale at all QuickChek fresh convenience market locations beginning Friday, May 27. The 34th annual festival has grown into a global event with 100 sport and special shaped balloons from around the world. This year's festival takes off July 29-30-31 at Solberg Airport in Readington, NJ.

READINGTON - Continuing its growth as a global event, the 34th annual QuickChek New Jersey Festival of Ballooning in Association with PNC Bank will have a great deal of international flair as several new special shaped balloons from several countries will take flight July 29-30-31.

But you don't have to go far to enjoy great savings as advance tickets go on sale at all 143 QuickChek markets throughout New Jersey, the Hudson Valley and Long Island starting Friday, May 27. Festival-goers can purchase advance tickets in stores and save 43 percent off the gate price. Adding flavor to this Memorial Day sale, hungry buyers can also enjoy any 6-inch QuickChek sub for \$2.99.

"This summer is being brought to you by QuickChek," said Festival Executive Producer Howard Freeman. "And once again we're teaming up to offer our patrons great value. With our greatest ever lineup of special shaped balloons and our incredible concert series, this year's Festival is the place to be for summer fun."

“We are thrilled to once again sponsor this great family festival and the biggest party of the summer,” said QuickChek CEO Dean Durling, whose Whitehouse Station-based company is the exclusive retail outlet for the event, the largest hot air balloon and music festival in North America.

The three-day Festival at Solberg Airport in Readington features the spectacle of 100 sport and special shaped hot air balloons from around the world taking to the skies over Hunterdon County countryside twice each day in mass ascensions.

New special shaped balloons include the QuickChek Farmer Pig, a 115-foot-tall, 440-pound special shaped balloon from São Paulo, Brazil; a pair of adorable 90-foot-tall penguins from the United Kingdom that kiss in mid-flight; an 85-foot-tall Pelican from Brazil; and the Festival is unleashing a 75-foot-tall, 500-pound Brazilian Piranha into the skies. Returning favorites include the 5-story tall PNC American Flag balloon, the largest free-flying flag in the world; and the 110-foot-tall Unique Photo panda bear.

The Festival’s live concert series features ‘90s alternative rock band Third Eye Blind presented by PNC Bank on Friday, July 29; KC and The Sunshine Band presented by the New Jersey Lottery on Saturday, July 30; The Girl and The Dreamcatcher featuring Disney’s Dove Cameron & Ryan McCartan on Saturday afternoon, July 30; and John Kay & Steppenwolf and Foghat performing on Sunday, July 31.

Festival admission includes access to the daily mass hot air balloon ascensions, lawn seating for concerts, a fireworks extravaganza, a nighttime hot air balloon glow, death-defying aerial acts by Brian “The Human Fuse” Miser, children’s amusement rides and entertainment in the Jeep Family Fun Center, exciting interactive exhibits and access to hundreds of crafters and food vendors.

As part of the Festival’s and QuickChek’s ongoing commitment to giving back to its communities, the Festival has raised more than \$2.55 million for local charities and non-profit groups including the Children’s Miracle Network in the past 24 years.

To locate the nearest QuickChek store visit www.quickchek.com; to learn more about this year’s Festival visit www.balloonfestival.com.