

## KC & The Sunshine Band to play at balloon festival

STAFF REPORT  
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The long-range forecast guarantees there will be plenty of sunshine for the 34th annual QuickChek New Jersey Festival of Ballooning in Association with PNC Bank as KC & The Sunshine Band will headline the Festival's popular concert series on July 30.

The band's "Keep It Comin' Love" was featured in a commercial announcing the Lilly Pulitzer fashion brand would be available at Target stores that was so big it crashed the retailer's website.

"We are thrilled to have one of the all-time great party bands perform as we throw the biggest party of the summer," said Festival Executive Producer Howard Freeman.

The annual three-day Festival, running from July 29 to 31, at Solberg Airport in Readington features twice a day mass ascensions of 100 hot air balloons from around the world, headlining concerts and family entertainment each day. It is the largest summertime hot air balloon and music festival in North America with upwards of 165,000 people expected.

KC & The Sunshine Band will perform on Saturday, July 30 at 8

p.m. following that evening's mass hot air balloon ascension and in conjunction with the Festival's nighttime hot air balloon glow.

With over four decades of success and more than 100 million records sold, the group, led by Harry Wayne Casey, has been in a state of constant renewal thanks in part to their music being featured in more than 200 motion picture soundtracks, television shows and national advertising campaigns.

KC & The Sunshine Band topped the '70s charts with No. 1 hit singles including "That's The Way (I Like It)," "Get Down Tonight," "(Shake, Shake, Shake) Shake Your Booty" and "Boogie Shoes."

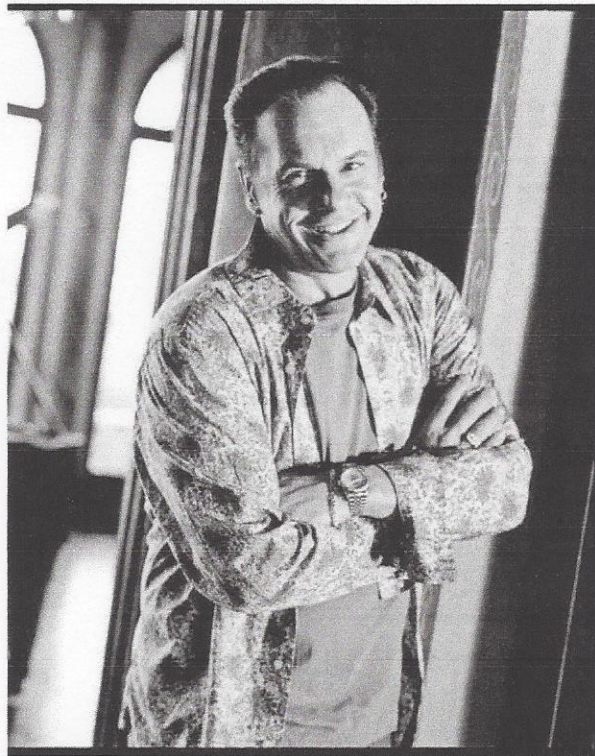
The band has won three Grammy Awards, the American Music Award for Best R&B Artist, and was the first band since the Beatles to score four No. 1 pop singles in one 12-month period. "Boogie Shoes" was selected for preservation by the U.S. Library of Congress in 2013 for its cultural significance.

KC is the recipient of multiple Lifetime Achievement awards and has a star on the Hollywood Walk of Fame.

Reserved VIP concert tickets include Festival

admission, reserved concert seating, prime viewing of the mass hot air balloon ascensions in the Blue Sky Club tent adjacent to the Balloon Launch Field, free VIP parking, catered food service options in the Blue Sky Club tent, and private air conditioned restrooms. Blue Sky Club tickets and general admission tickets, which both include Festival admission and lawn seating to the concert, are also available.

For additional information or to purchase tickets visit [www.balloonfestival.com](http://www.balloonfestival.com)



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KC & The Sunshine Band will play at the QuickChek Festival of Ballooning.

