

## QuickChek returns to NJ Festival of Ballooning Annual Festival has \$42.7 million impact of the state and local economies

**READINGTON TWP.** – For the 24th consecutive year, QuickChek is returning as title sponsor of the annual New Jersey Festival of Ballooning.

The Whitehouse Station-based fresh convenience market chain's sponsorship is the longest-running sponsorship of any festival in the United States according to sponsorship analysis firm IEG.

This year's QuickChek New Jersey Festival of Ballooning in Association with PNC Bank, an international attraction featuring mass ascensions of 100 balloons from around the world with a major headlining concert series, launches Friday through Sunday, July 29-31 at Solberg Airport in Readington. A re-

cord 175,000 people attended last year's Festival.

QuickChek, a market leader in food service with an exceptional fresh coffee and fresh food program that has been voted the best in America in a national survey, has maximized its sponsorship of this three-day event into a nine-month-long partnership. QuickChek stores serve as the exclusive retail ticket outlet, creating savings for consumers on food, beverages and festival tickets.

"QuickChek is an excellent example of how a company continues to connect with its customers, attract new ones, and integrate all facets of its corporate mission," said Festival Executive Producer Howard Freeman. "We share many of

the same beliefs, including a sense of serving our communities, which have made this a true partnership from the very beginning. Together we have been able to produce the greatest event of its kind in the world year after year."

The festival has an economic impact of \$42.7 million on the state's travel and tourism and local economies and brings positive recognition through worldwide media attention. The festival has raised more than \$2.55 million for local charities, non-profit organizations and children's hospitals since The Festival Group and QuickChek came together in 1993.

To learn more about this year's festival, visit [www.balloonfestival.com](http://www.balloonfestival.com).



For the 24th consecutive year, QuickChek is returning as title sponsor of the annual New Jersey Festival of Ballooning to be held again at Solberg Airport in Readington Township.

