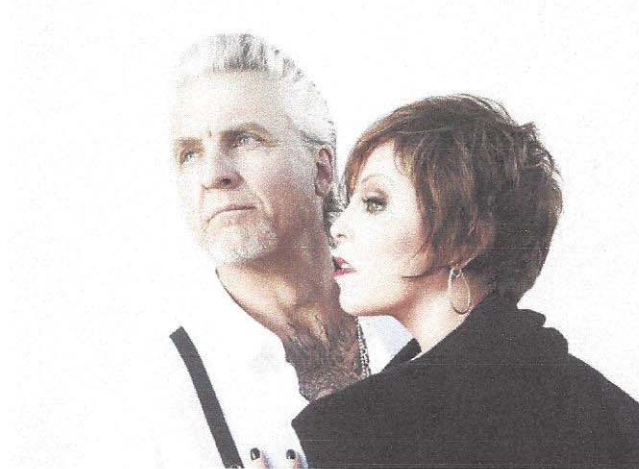


March 1, 2017

Pat Benatar, Neil Giraldo to headline balloon festival



Pat Benatar and Neil Giraldo will headline the 35th annual QuickChek New Jersey Festival of Ballooning in Association with PNC Bank on Saturday, July 29.

The trailblazing couple will perform at 8 p.m. following that evening's scheduled mass hot air balloon ascension and in conjunction with the festival's nighttime hot air balloon glow as the largest summertime hot air balloon and music festival in North America launches its 35th anniversary celebration. Popular New Jersey Lottery hostess Erica Young will sing the national anthem prior to the balloon mass ascension.

Tickets for the concert at Solberg Airport in Readington go on sale at 10 a.m. March 3 at www.balloonfestival.com. The New Jersey Lottery will provide free lottery tickets to the first 60 people who purchase VIP tickets to the concert.

A four-time Grammy Award winner, Benatar has sold more than 26 million albums and charted 19 Top 40 singles including "Hit Me with Your Best Shot," "Love is a Battlefield," "Heartbreaker," "We Belong" and "Invincible."

The world was first introduced to Benatar and Giraldo's enduring partnership and rock 'n' roll love affair with her 1979 platinum-selling debut album, "In The Heat Of The Night," which included "Heartbreaker," as well as the Giraldo-penned hit, "We Live For Love."

The following year, Benatar and Giraldo cemented their place in music history by being the first female and first guitarist, respectively, to ever appear on MTV, with the video for, "You Better Run," taken from 1980's Grammy winning album "Crimes of Passion."

Benatar went on to win an unprecedented four consecutive Grammy Awards for Best Rock Female Vocal Performance from 1980 to 1983.

"We are thrilled to have the legendary duo of Pat Benatar and Neil Giraldo hit us with their best shot and rock the biggest party of the summer," said festival Executive Producer Howard Freeman. "We're proud to continue to provide our festival-goers with the biggest names in music and we can't wait for Pat to rock our biggest concert series ever."

For tickets and festival information, visit www.balloonfestival.com.