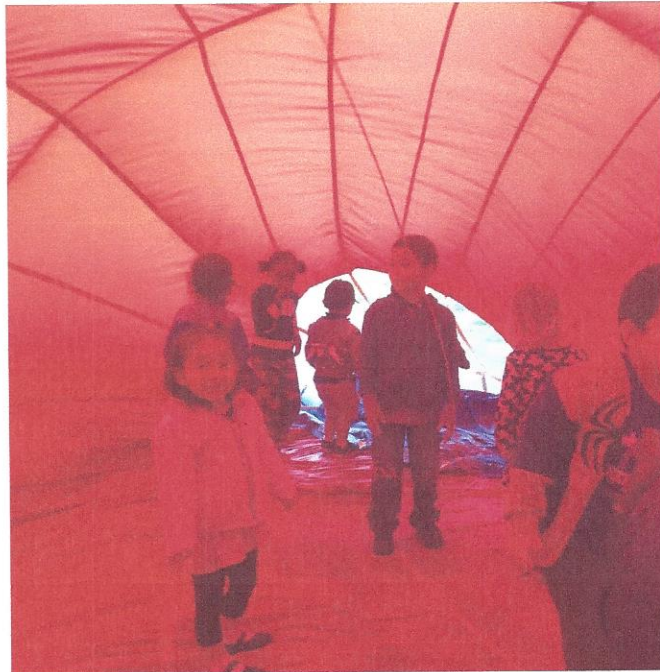


JUNE 2, 2017

Princeton Pre-School Children Play Inside 75 Foot Tall Hot Air Balloon

GIANT HOT AIR BALLOON SERVES AS CLASSROOM FOR 50 PRINCETON CHILDREN. PNC & BALLOON FESTIVAL HELP LOCAL CHILDREN GROW UP GREAT



50 pre-school children who attend the Princeton Nursery School in Princeton had the opportunity to explore the inside of a 75-foot-tall hot air balloon Wednesday, May 31 courtesy of PNC Bank's Grow Up Great school readiness program and the QuickChek New Jersey Festival of Ballooning. The balloon was a retired balloon from the annual festival, which will be held July 28-29-30, 2017 at Solberg Airport in Readington, NJ and feature more than 100 balloons from around the world. Additional information is available at www.balloonfestival.com.

PRINCETON, NJ --- A giant 75-foot-tall hot air balloon served as the classroom and playground for 50 local pre-school children, providing a fun and unforgettable learning experience.

The QuickChek New Jersey Festival of Ballooning and PNC Bank brought the balloon into the local community to promote PNC's "Grow Up Great" school readiness program with the Princeton Nursery School in Princeton on Wednesday, May 31. The children, who are between the ages of 3 and 5 years old, had the unique opportunity to step inside a giant hot air balloon to experience the thrills and visual attractions this event offers as they study the world around them.

This "walk-through" event took place at Community Park. A giant hot air balloon was inflated with cold air, laid on its side, and secured to the ground, allowing the children to explore and play inside. Festival Executive Producer Howard Freeman provided an age-

appropriate lesson on the science of hot air ballooning, giving the kids a chance to "Grow Up Great!"

PNC's "Grow Up Great" program is the most comprehensive corporate-based school readiness program in the country, a \$350 million, multi-year initiative that began in 2004 to support school readiness.

The balloon is a retired balloon from the 35th annual QuickChek New Jersey Festival of Ballooning in Association with PNC Bank, to be held July 28-29-30, 2017 at Solberg Airport in Readington, NJ. This event is one of many in which the Festival is brought into the local community.