

April 17, 2017

# Plain White T's to perform at airport balloon fest in July



Platinum selling rock group Plain White T's have been added to the highly popular live concert series at this year's 35<sup>th</sup> annual QuickChek New Jersey Festival of Ballooning in Association with PNC Bank.

The American rock band, best known for their number one hit song "Hey There Delilah" - the 18<sup>th</sup> most downloaded song of all time --- headlines the Progressive Insurance Main Stage at the annual Festival at Solberg Airport in Readington on Sunday, July 30, 2017.

Tickets are on sale at [www.balloonfestival.com](http://www.balloonfestival.com).

The Plain White T's began their career in the suburbs of Chicago, playing a mix of pop, punk and melody-driven rock and roll in basements and clubs in 1997. In the summer of 1999 founding member Tom Higgenson was nearly killed in a car accident; the crash resulted in a ruptured kidney and lacerated lung. However, the event also left him with a newfound dedication to songwriting.

"Hey There Delilah" made them Grammy-nominated stars in 2007 and they continued to enjoy further success, blending their upbeat lyrics into the platinum-selling hits "1, 2, 3, 4" and "Rhythm of Love," as well as their most recent album "American Nights."

"People are always asking about that song 10 years later. It's just one of those songs we got lucky with and it really connected with a whole lot of people," said Higgenson of "Hey There Delilah." "We're really proud of it. I still love it and still love playing it."

"That's what kind of the goal is for art in general," he continued. "Making that connection. The whole point of putting of yourself out there is hoping to make that connection, hoping to change somebody's life

and make somebody's day a little bit better. To have a song that does that, that's the goal. We're just writing songs that matter to us and hope that they connect with people."

Connect they have. In addition to their streaming videos and live performances, their music has been featured in a variety of TV shows including *Greek*, *Parenthood*, and *One Tree Hill*.

"We're thrilled to have the Plain White T's celebrate their 20<sup>th</sup> anniversary with us," said Festival Executive Producer Howard Freeman. "They're a great fit for our millennial festival-goers and a great addition to our biggest concert lineup ever and our 35<sup>th</sup> anniversary celebration."

The 35<sup>th</sup> annual QuickChek New Jersey Festival of Ballooning in Association with PNC Bank is the largest summertime hot air balloon and music festival in North America. The three-day Festival features twice a day mass ascensions of 100 hot air balloons from around the world, a live concert series, a fireworks display, a nighttime hot air balloon glow, children's amusement rides and family entertainment and attractions.

Plain White T's  
35<sup>th</sup> annual QuickChek New Jersey Festival of Ballooning  
Solberg Airport, Readington, NJ  
Sunday, July 30, 2017  
\$20-\$89  
[www.balloonfestival.com](http://www.balloonfestival.com)

*This item was submitted by Russ Mensch.*