

May 26, 2017

Balloon festival tickets are on sale



Advance tickets offering savings for the 35th annual QuickChek New Jersey Festival of Ballooning in Association with PNC Bank go on sale at all 149 QuickChek fresh convenience market store locations throughout New Jersey, the Hudson Valley and Long Island beginning today, Friday, May 26. This year's edition of the largest summertime hot air balloon and music festival in North America features 100 hot air balloons from around the world including 11 special shaped balloons and a live concert series headed by rocker Pat Benatar. Pictured (L-R) Hot air balloon pilot Tony DiCocco of Brookside Ballooning, QuickChek CEO Dean Durling, Festival Executive Producer Howard Freeman and Festival Director Brent Swanson prepare to launch this year's advance ticket sale. (Courtesy of Russ Mensch)

It's a big anniversary and it's being celebrated in a big way.

The QuickChek New Jersey Festival of Ballooning in Association with PNC Bank celebrates its 35th anniversary with its biggest lineup of special shaped balloons and its biggest live concert series ever when the three-day festival takes off July 28-29-30, 2017 at Solberg Airport in Readington, NJ.

The largest summertime hot air balloon and music festival in North America will launch 11 special shaped hot air balloons among the 100 balloons that will take to the skies twice each day in mass ascensions over the scenic Hunterdon County countryside. This year's live concert series features five headliners headed by the legendary Pat Benatar.

Tickets are on sale at all 149 QuickChek fresh convenience market store locations throughout New Jersey, the Hudson Valley and Long Island starting today, Friday, May 26. Festival-goers can purchase advance tickets in stores and save 43% off the gate price for adults, save 47% on children's tickets ages 4-12, and no matter what time you go into a store you can enjoy additional savings during QuickChek's "All Day Lunch" as all 6-inch subs are just \$3 all day long.

Download the QuickChek mobile app to find the nearest store where you can receive an additional \$2 savings on festival tickets through July 26.

This year's awe-inspiring spectacle of 100 sport and special shaped balloons features the 61-foot tall QuickChek Flying Farmhouse; the PNC American Flag, the world's largest free-flying American flag; a family of 110-foot-tall bumblebees; a lion king, the Unique Photo panda and an Angry Bird; a superhero from Canada; the Pepsi football and an 80-foot tall, 807-pound anniversary cake-shaped balloon.

And there's a lot of excitement about the Festival's biggest concert lineup ever with two concerts Friday, July 28; two Saturday, July 29 and one on Sunday, July 30 on the Progressive Main Stage.

"Whether you have come in the past or you've always wanted to but haven't made it out, this is the year to be here with our greatest lineup of special shaped balloons and our biggest concert series ever," said Festival Executive Producer Howard Freeman.

PNC Bank presents George Thorogood & The Destroyers Rock Party in association with 105.5 WDHA on Friday, July 28. The New Jersey Lottery presents Pat Benatar & Neil Giraldo in association with Q104.3FM on Saturday, July 29. The Plain White T's perform Sunday, July 30 in association with Magic 98.3FM. Hackensack Meridian Health presents best-selling children's recording artist Laurier Berkner on Friday afternoon, July 28, and pop and Internet sensation Jake Miller performs Saturday afternoon July 29.

"We are thrilled to continue to sponsor this great family festival and the biggest party of the summer," said QuickChek CEO Dean Durling, whose Whitehouse Station, NJ-based company has been the Festival's title sponsor for 25 years and is the exclusive retail outlet for the event.

Festival admission includes access to the daily mass hot air balloon ascensions; lawn seating for concerts; a fireworks display; a nighttime hot air balloon glow; the acrobatic AeroSphere Aerial Balloon Show from NBC's *America's Got Talent*; age-appropriate children's entertainment and activities; exciting interactive exhibits and hundreds of crafters and food vendors.

As part of the Festival's and QuickChek's ongoing commitment to giving back to its communities, the Festival has raised more than \$2.6 million for local charities and non-profit groups including the Children's Miracle Network in the past 24 years.

To locate the nearest QuickChek store visit www.quickchek.com; to learn more about this year's Festival visit www.balloonfestival.com.

This item was submitted by Russ Mensch.