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Central Jersey Daily Rundown



In keeping with its belief in "doing well by doing good," the QuickChek New Jersey Festival of Ballooning in Association with PNC Bank has now raised \$3 million for dozens of local charities, non-profit groups and children's hospitals the past 27 years. Among these beneficiaries is the Whitehouse First Aid & Rescue Squad, which provides medical treatment services at the annual event. Pictured (left to right) are EMT, PA Bill Meyer, EMT Mike Stano, Rescue Squad Deputy Chief Lewis Moore, PNC Senior Vice President Joe Whall, Rescue Squad Chief Jeff Herzog, EMT Zak Harabedian and EMT Nina Olds. (Photo: ~Courtesy of QuickChek New Jersey Festival of Ballooning)

Balloon festival donations reach \$3 million

The 37th annual QuickChek New Jersey Festival of Ballooning in Association with PNC Bank lived up to its reputation as the largest summertime hot air balloon and music festival in North America as 169,500 people enjoyed the magic of ballooning, headlining concerts and family entertainment including fireworks and a nighttime balloon glow during July 26-28 at Solberg Airport in Readington. It was the second-highest attended festival in history with a record crowd on the final day of the three-day event. The Beach Boys, country-pop sensations The Band Perry, ABBA The Concert and children's recording artists Dan Zaines and Claudia Eliaza headlined the festival's live concert series. More than 3,750 people purchased hot air balloon rides and tethered balloon rides. A wheelchair accessible balloon was added this year so that people with disabilities could experience the magic of ballooning. Visit www.balloonfestival.com.