GDT 218

Graphic Production

Event Copy

Nothing rivals the power of (insert event name) on crisp early mornings as these graceful giants leave the ground to take their place in the sky.

Weekends and Wednesday

Mass Ascension: Mass Ascensions, a launch of all the participating balloons is a feature of the event and is the most spectacular display of sound and color in all of aviation. During mass ascensions, balloons launch in two waves. Launch directors, also known as zebras because of their black-and-white-striped outfits, serve as traffic cops, coordinating the launch so balloons leave the field in a safe and coordinated manner. Weather permitting, balloons begin to launch at about 7:00 AM on mass ascension days, led by a balloon flying the American flag to the strains of The Star Spangled Banner.

Daily

Dawn Patrol: The Dawn Patrol began in 1978, when two California balloonists developed position lighting systems that allowed them to fly at night. Dawn Patrol pilots take off in the dark and fly until it is light enough to see landing sites. Fellow balloonists appreciate the Dawn Patrol because they can watch the balloons and get an early idea of wind speeds and directions at different altitudes. On mass ascension days, about a dozen Dawn Patrol balloons will perform the Dawn Patrol Show, a choreographed inflation and launch set to music. Dawn Patrol inflations begin, weather permitting, at about 5:45 AM, with launch around 6:00 AM.

Evening Event

Saturday, October 3, Sunday October4 , and Saturday October 10

Balloon Glows: The events now known as balloon glows were invented in Albuquerque in 1979, when local pilots inflated balloons on Christmas Eve night as a thank you to local residents. The sight of balloons lit from within at night like giant holiday ornaments is breathtaking, and glow events are now held all over the world. Balloon Glows will occur when all the balloons fire their burners and light up at the same time, a spectacular sight to see. The Balloon Glows followed by a fireworks display-will soon become the events most popular displays.

Music Fiesta

Entertainment: The (inset name here) features many wonderful experiences! In addition to the magical spectacle of balloons, we will showcase some of the most talented performers of our day - most of them local representing a myriad of styles and genres. We hope you'll plan to attend (insert name here) for each and every session to come and enjoy this line-up of world-class talent.

Saturday October 3

7:00 a.m. Oh Say Can You Sing? National Anthem Contest Winner – Micayla Burnes

9:00 a.m. Interplay School of Music

4:30 p.m. The Bus Tapes Eclectic Blues, Funk, R&B, Ballads

5:45 p.m. The Long Run Colorado’s Tribute to the Eagles

8:00 p.m. Son Como Son Cuban style Salsa

Sunday October 4

7:00 a.m. Oh Say Can You Sing? National Anthem Contest Winner – The Albuquerque Boy Choir

9:00 Tierra Adentro of New Mexico

4:30 Ivon Ulibarri and Café Mocha Cuban Salsa

5:45 Two-time Grammy winner Robert Mirabal

8:00 p.m. Native Roots Reggae

Monday October 5

7:00 a.m. Oh Say Can You Sing? National Anthem Contest Winner – Angelica Adams

Tuesday October 6

7:00 a.m. Oh Say Can You Sing? National Anthem Contest Winner – Samantha Henry

Wednesday October 7

7:00 a.m. Oh Say Can You Sing? National Anthem Contest Winner – Key of A

4:40 Rodney Bowe – R&B, Soul, Jazz

5:45 The James Douglas Show – Alternative Soul, New-School Funk

8:00 p.m. Cowboys and Indian – Rockability

Thursday, October 8 and Friday, October 9

The Special Shape Rodeo: The Special Shape Rodeo™ started in 1989 and has become a popular ballooning event.

The first Special Shape Rodeo balloons launched on Thursday and Friday afternoon, and were lucky enough to fly both days. This event was such a success that it created major traffic jams and produced huge crowds. Twenty-eight shapes participated in the first event and the Special Shape Rodeo was on solid ground. The Shape Rodeo grew each year with 35 shapes in 1990, 45 shapes in 1991, 62 shapes from eight countries in 1992 and a whopping 108 in 1996, the largest Special Shape Rodeo.

Follows Music Fiesta Nightly

After Glow Fireworks: Seeing the balloons glowing en mass is a great experience that gets greater with the after glow fireworks. Be sure to bring chairs or blankets so you can sit and enjoy the spectacular sight.