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The Great Reno Balloon Race Solicits Community Support *The beloved event issues a call for sponsors*

(RENO, Nev.) – Support is still needed to make the 2008 Great Reno Balloon Race take flight. Sponsorship levels are available for businesses and groups of all sizes.

Aside from the highly publicized Major Sponsorships, there are levels for any business or individual to get involved and fly the skies. Businesses can come in at a Corporate Level Sponsorship and families or individuals may participate as a Family Sponsor.

“Besides being the only way to fly during the event, sponsorships are the lifeblood of The Great Reno Balloon Race,” said Balloon Race President, Steve Trounday. “Every balloon that you see on the field this year is there because of a sponsor’s generous support.”

Thanks to the sustained support of generous sponsors, the Balloon Race continues as a free event for its 27th year. The deadline for sponsorship registration is July 1.

For more information on how you can become a sponsor and support one of the area’s most beloved events, visit www.renoballoon.com or call (775) 826-1181.

Thanks to the continued support of generous sponsors, The Great Reno Balloon Race continues as a free event for its 27th year. This year’s major sponsors include: Wells Fargo Bank, the May Foundation, Silver Legacy Resort Casino, Harrah’s Reno, Reno.com, Jack in the Box, Great Basin Internet Services, Communications Installation Services Inc. (C.I.S.) of Reno, KRNV News 4, News Talk 780 KOH, Bonanza Casino, Reno-Sparks Convention and Visitors Authority, Shell Oil and Curves of Northern Nevada. With a special thanks to our Founding Sponsors: Circus Circus, Club Cal Neva, Fitzgerald’s, Grand Sierra Resort, IGT, Peppermill Hotel Casino, Sands Regency Casino Hotel and the University of Nevada, Reno.

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