



July 22, 2008  
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## **Balloon Race takes “Casual Friday” to the Next Level** *Pajama Friday in effect beginning August 1*

(RENO, Nev.) – On Saturday, September 6, 2008, The Great Reno Balloon Race will host The World’s Largest Pajama Party – Pajama Fest 2008. In preparation for the big day, The Great Reno Balloon Race asks Reno residents and balloon-lovers alike to help enforce the new ordinance of “Pajama Friday” during the month of August. Accompanying “bed-head” is optional, however recommended in compliance with Pajama Fest Preparation.

The month of “Pajama Fridays” will culminate on Saturday, September 6, where Balloon Race spectators will leave their pajamas on! From 5 to 11 a.m. PJ-clad event-goers can hang out in the Pajama Fest tent to enjoy hot chocolate, movies and games or be photographed by the Reno.com Pajamarazzi!

There will also be a Bed-Head Competition and prizes will be awarded for the best bed-head in the following categories:

- Best Kids Bed-Head (ages 12 and under)
- Best Teenage Bed-Head (ages 13-18)
- Best Female Bed-Head
- Best Male Bed-Head
- Best Group Bed-Head (4+ people)
- Best Corporate Bed-Head

Participants can check in at the Pajama Fest tent at Rancho San Rafael between 5 and 7 a.m. Potential Bed-Head winners must be wearing pajamas to qualify in the Bed-Head competition. Corporate Bed-Head contestants are required to pre-register online, but anyone else can also pre-register and use their e-mail printout to redeem a free hot chocolate or coffee at the event.

Anonymous judges will wander around the event with golden tickets. They will select three competitors from each category to move on to the Bed-Head Finals. Finalists will meet at the event stage at 7:45 a.m. for the Bed-Head Finals. After flaunting their Bed-Head onstage,

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judges will select a winner from each category as the Bed-Head Champions of Pajama Fest 2008. Prizes will be distributed along with bragging rights and instant fame.

Join the Balloon Race sponsors and other local businesses and commit to Pajama Friday (practicing your morning 'do), every Friday between August 1 and the **World's Largest Pajama Party** at the 2008 Great Reno Balloon Race! Share your best "Pajama Friday" pictures with The Great Reno Balloon Race by sending them to Brooke at [info@renoballoon.com](mailto:info@renoballoon.com).

**Bed Head Registration opens July 23!** For more information or to pre-register, visit [www.renoballoon.com](http://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, KRVN 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, IGT, Peppermill Hotel Casino, Sands Regency Casino Hotel and the University of Nevada, Reno.*

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