

## HISTORY

The Great Reno Balloon Race began in 1982. Now in its 26th year, the event has become a Reno favorite and successful tourist attraction. The race has won many awards over the years including best special event in Reno and best special event in northern Nevada.



# THE GREAT RENO BALLOON RACE

2007-9  
SEPTEMBER 7-9

## PARK LOCATION

Rancho San Rafael Park is located in northwest Reno. The park was formerly a ranch now managed by the Washoe County Parks and Recreation Department.

## MEDIA SPECIFICS

12 press releases annually, media relations including contact and coordination.

## PILOTS

All pilots at The Great Reno Balloon Race have more than 100 hours of flying experience. Many are considered experts in ballooning, participating in global attempts to circumnavigate the world. The pioneers of pre-dawn flight also fly in the race.

## COVERAGE

Includes print, television and radio media from local, regional, national and international sources.

## LOCAL

Reno Gazette-Journal, Reno News & Review, Reno Magazine, RLife, Tahoe Daily Tribune, Nevada Appeal, Northern Nevada Family Life, Northern Nevada Business Weekly, Nevada Matters, Sparks Daily Tribune, Tahoe Quarterly, The Nevada Observer, Ahora, KTVN-TV\*, KRXI-TV, KOLO-TV\*, KRNV-TV\*, KBUL-FM, KNEV-FM, KWNZ-FM, KRNO-FM, KUNR-FM, KOH-AM\*, KUBB-FM\*, KOZZ-FM, KDOT-FM, ESPN Radio, KRZQ-FM, KJZS-FM, KTHX-FM, KROQ-FM

## REGIONAL

Las Vegas Sun, Las Vegas Review-Journal, Nevada Magazine, Sacramento Bee, The Record-Courier, San Francisco Chronicle, San Francisco Examiner, Stockton Record, Contra Costa Times, The Humboldt Sun, Oakland Tribune, San Jose Mercury News, Lahotan Valley Times, Los Angeles Times, Western RV News, North Tahoe/Truckee Week, Lodi News Sentinel, Modesto Bee, KXTV-TV (Sacramento), KCRA-TV (Sacramento), KTXL-TV (Sacramento), KGO-TV (San Francisco)

## OVER THE PAST YEARS, NATIONAL/INTERNATIONAL MEDIA

Extra! (NBC affiliate), New York Times, Anchorage Daily News, Boston Globe, Atlanta Journal-Constitution, New York Daily News, Alaska Air, Salt Lake City Tribune, Miami Times, Chicago Tribune, Boca Raton Sun, Ballooning, Balloon Life, Country Living, TBS, Weather Channel, Nickelodeon -In Play Today, Discovery Channel, Travel Channel, CNN/Headline News, ABC Evening News, AP ASIA Wire, ABC Good Morning America, National Geographic Travel, VIA

## \*LIVE COVERAGE IN 2006

### Average Attendance

140,000

### Admission

Free

### Media Day

Thursday, September 6

### Collateral

Over 25,000 brochures  
50,000 official programs

### Web site

[www.renoballoon.com](http://www.renoballoon.com)  
Sept. 05 - 12,457 visits

### 2006 Media Coverage

More than \$1 million in media coverage, including national coverage in New York Times. TV - Live coverage from: KRNV Channel 4, KTVN Channel 2, KOLO Channel 8  
Radio - 20+ hours

### On-Location News Productions

KRNV-TV Fri., Sat. & Sun.  
KTVN-TV Fri. & Sat.  
KOLO-TV Fri. & Sat.

### Video Reports

The Weather Channel  
(reports every half-hour)

### GRBR Information

775.826.1181  
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The Race is a non-profit organization. Admission is free due to sponsorship support.