

HISTORY

The Great Reno Balloon Race began in 1982. Now in its 28th 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.



PARK LOCATION

Rancho San Rafael Regional 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, Family Pulse, 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, Prestige Hong Kong, Every Day with Rachel Ray, The History Channel Magazine, Cosmopolitan, Japanese Weekly, Korea Magazine

AVERAGE ATTENDANCE

140,000

ADMISSION

Free

MEDIA DAY

Thursday, September 10

COLLATERAL

More than 25,000 brochures and 50,000 official programs in 2008

WEB SITE

www.renoballoon.com

40,830 unique visits during August and September 2008

122,800 unique visits in 2008

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.

GRBR INFORMATION

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The Great Reno Balloon Race is a non-profit organization. Admission is free due to sponsorship support.