

THE GREAT RENO BALLOON RACE MEDIA COVERAGE



HISTORY

The Great Reno Balloon Race began in 1982. Now celebrating its 30th 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 HISTORY

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, numerous interviews and 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 Dawn Patrol, a trademark of the Balloon Race.

COVERAGE

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

LOCAL

Reno Gazette-Journal, Reno News & Review, ThisIsReno.com, Nevada Home Magazine, 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 Business Magazine, Nevada Magazine, Sacramento Bee, Sacramento Scoop, The Record-Courier, San Francisco Chronicle, San Francisco Examiner, Stockton Record, Contra Costa Times, The Humboldt Sun, San Mateo County Times, Hayway Daily Review, Fremont Argus, Pleasanton Valley Times, Alameda Times Star, Tri-Valley Herald, Marin Independent Journal, 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, Sports Illustrated, KansasCity.com, Dallas Star-Telegram, Washington Post, MensJournal.com, Voice of America

AVERAGE ATTENDANCE

150,000

ADMISSION

Free

MEDIA DAY

Thursday, September 8

WEB SITE

www.renoballoon.com

Nearly 60,000 unique visits during August and September 2009

Nearly 150,000 unique visits in 2009

MEDIA COVERAGE

More than \$1 million in media coverage in 2010, including a feature on the Voice of America, which is broadcast internationally in 44 languages to an audience of more than 100 million.

TV - Coverage from KRNV Channel 4, KTVN Channel 2 and KOLO Channel 8

Radio - Live coverage from KKOI, 20+ hours

ON-LOCATION NEWS PRODUCTIONS

KRNV-TV Thurs., 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.