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## Acting Governor Guadagno Celebrates 33rd Annual QuickChek Festival of Ballooning

Saturday, July 25, 2015

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### 100 Balloons Fly at North America's Largest Summertime Hot Air Balloon and Music Festival

**Trenton, NJ** – Acting Governor Kim Guadagno joined visitors from across the nation to kick off the 33rd Annual QuickChek Festival of Ballooning at Solberg Airport in Whitehouse Station.

"This is my fifth year attending the Festival, and its creative balloons and world-class entertainment offer a fun weekend for visitors of all ages," Acting Governor Guadagno said Friday. "The annual event has an amazing impact on Hunterdon County's tourism industry, and it's no surprise that the Festival has been designated six times as a Top 100 Festival in North America by the American Bus Association. I encourage all attendees to experience this unique view of the Garden State."

The QuickChek New Jersey Festival of Ballooning is a recipient of The New Jersey Governor's Award for Best Special Event. Pilots from 22 states and four countries fly 100 balloons throughout the weekend during twice-daily mass ascensions. The Festival also offers a variety of family-friendly activities, including concerts, crafters and vendors, food, and fireworks.

More information on the Festival is available on its website at <http://www.balloonfestival.com/>.

In 2014, New Jersey's non-Shore counties accounted for 51.2 percent of all tourism spending, with 20 of 21 counties seeing an increase in tourism industry sales in 2014. Hunterdon County saw a 6.7 percent increase. Overall tourism-related demand generated a record-breaking \$42.1 billion in 2014, a 3.8 percent increase over 2013. Visitation in New Jersey also rose to 93.2 million in 2014, a 4.4 percent increase compared to 2013.

**Press Contact:**  
 Brian Murray  
 Nicole Sizemore  
 609-777-2600

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 Office of the Governor  
 PO Box 001  
 Trenton, NJ 08625  
 609-292-6000