

Peak Broadcasting/BOISE

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FOR IMMEDIATE RELEASE

**HOT AIR BALLOONS WILL FLY AGAIN ABOVE BOISE TO
CELEBRATE THE 100 YEAR ANNIVERSARY OF FLIGHT IN
IDAHO, SEPTEMBER 2ND-5TH IN ANN MORRISON PARK**

**SPIRIT OF BOISE BALLOON CLASSIC PRESENTED BY
POWERBALL & THE IDAHO LOTTERY**

Boise, ID. – August 18, 2010– The Spirit of Boise Balloon Classic is back. Nearly 30 hot air balloons will be participating in the event from September 2nd-September 5th, including a Night Glow Light Show & Live Music Concert Saturday evening from 6pm-10pm in Ann Morrison Park. The event is to celebrate the 100 Year Anniversary of Flight in Idaho, and is being made possible with help and support of the Idaho Lottery, the State of Idaho, the City of Boise, the Federal Aviation Administration, Lighter Than Air America, Inc., Peak Broadcasting, KTVB News Channel 7 and many local area businesses.

The fun starts in the soccer field area of Ann Morrison Park, Thursday morning, September 2nd with Media Day, co-sponsored by Peak Broadcasting Radio & KTVB News Channel 7. Crews will begin preparing their balloons at 6:15am and will launch at 7:15am. The same schedule is slated for Friday morning (VIP Day), Saturday morning (Governor's Cup for Aviation Excellence) and Sunday morning (The Last Dance). Morning activities will include military aircraft flyovers, balloon flight competitions, music and an up close look at the different eras of balloon aviation. Saturday morning will feature a Pancake Breakfast sponsored by Food Services of America, in support of the Idaho Food Bank and a balloon competition never seen before. 580 KIDO's afternoon talk show host, Austin Hill, will be emceeding and announcing the activities and launches.

For the first time in 8 years, Saturday evening will feature the Balloon Night Glow Concert presented by Cable One and YMC Heating & Cooling. The event begins at 6pm with music, food and beverage vendors, balloon demonstrations, the Night Glow light show, and a live music concert from local artist Nate Fowler. The Night Glow will welcome the return of the Spirit of Boise Balloon sponsored by 103.3 Kiss FM and Dutch Bros Coffee, including a candlelight vigil hosted by 103.3 Kiss FM morning show deejay KekeLuv, in support of the Child Abuse Awareness campaign "LIVE FOR 175". This is a family friendly, community event at Ann Morrison Park and attendance is free to the public.

(More)

Scott Spencer, President of Lighter Than Air America, Inc. & Event Producer said; "We are excited to play a small part in the return of balloons to Ann Morrison Park and look forward to sharing the field with the community and our ballooning family."

"The Idaho Lottery is proud to be the title sponsor for the Spirit of Boise Balloon Classic," said Jeff Anderson, Idaho Lottery Director. "Boise is a great venue this time of year for this visual showcase of ballooning. We hope this event will bring the entire Treasure Valley community together for many years to follow."

Kevin Godwin, SVP/Market Manager of Peak Broadcasting/Boise said; "It takes a lot of support and teamwork from local businesses, city and state government, media outlets and volunteers to make this happen. Events like this bring our community together and remind us all what a special place we live."

Listen to, or contact any one of the Peak Broadcasting stations listed below or go to www.spiritofboise.com for more information, including event schedules and volunteer opportunities.

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Peak Broadcasting LLC, is a "new generation" radio broadcaster serving local, growing communities throughout the western US. Peak develops market leading, creative, quality audio programming, breakthrough marketing, focused advertiser solutions, and innovative media technology. Peak Broadcasting operates 103.3 Kiss-FM (KSAS), www.1033kissfm.com, News/Talk 580 KIDO, www.kidoam.com, Lite FM 107.9, www.liteonline.com, WOW Country 104.3, and www.wow1043.com, Sports 630 KIDO, www.kidoam.com, and Mix 106 (KCIX), www.mix106radio.com, Peak also operates the leading radio stations and web platforms in Fresno California.

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