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**Collett Transport Services named as 2011 Bristol International Balloon Fiesta  
Sponsor**

Collett Transport Services has become the title sponsor of this year's Bristol Balloon Fiesta, the largest family event in the West.

The company was one of four businesses selected to become major sponsors of the event by the Lord Mayor of Bristol at a gala dinner last night. Each member of the Fiesta's 100 Club was eligible to become a key sponsor of the event.

Collett Transport Services will be the title sponsor for the entire 2011 event, a package worth over £120,000. The Fiesta is now the Bristol International Balloon Fiesta sponsored by Collett Transport and a hot air balloon will carry the company's brand at the event, which attracts half a million people over the four days.

Andy Collett, from Collett Transport Services said: "We're absolutely delighted to be named the title sponsor. This is the third year that we have been a 100 Club member as we've always been really proud to support the Balloon Fiesta, to be pulled out the hat is such a bonus.

"The 100 Club introduced us to ballooning and we've been passionate about it every since. My wife, Bridget and I are now training as balloon pilots and the thought of being able to fly at the event in a balloon bearing our company name is overwhelming."

Bristol Marriott Hotel City Centre will sponsor the Thursday Night Glow and Goodridge will present the Saturday Night Glow, while the patron of the world famous Red Arrows display will be Spire Hospital Bristol.

Anna O'Shea from Bristol Marriott Hotel City Centre, comments, "After winning the Bristol's Large Hotel of the Year Award 2011 we are all so pleased to be selected as the sponsor of the Thursday Night Glow.

"The Fiesta adds so much to the tourism economy in the city so getting involved with this iconic event is the perfect opportunity for a hospitality provider like us to engage with the local community while supporting our own industry."

Bill Ray from Goodridge, comments, "This is the second year we've been part of the 100 Club and we're thrilled to have our name associated with such an iconic event. It's a relatively modest investment to join the 100 Club, especially when you have the chance of winning such an esteemed prize. We'll definitely be making the most of the exposure this gives our brand."

Rob Anderson from Spire Hospital Bristol, comments, "Being chosen as the patron of the Red Arrows is an enormous privilege for us at The Glen, Spire Bristol Hospital. We are pleased that our association with the Balloon Fiesta will help many thousands of families from throughout the region and beyond to enjoy the unique and exciting spectacle of the Red Arrows display team!

Muir Moffat, chairman of this year's organising committee said: "We are really pleased with the support we've received from businesses and grateful for their contribution.

"We look forward to working with our main sponsors and all of this year's members to deliver another spectacular ballooning event for the hundreds of thousands of people that visit the Fiesta each year."

This year's Bristol International Balloon Fiesta sponsored by Collett Transport Services will take place from the 11<sup>th</sup> – 14<sup>th</sup> August 2011.

**ENDS**

**For more information, please contact the Balloon Fiesta press team at Spirit Public  
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