



### **Bristol Balloon Fiesta Lifts Off**

11-14<sup>th</sup> August 2011, Ashton Court Estate, Bristol

The Bristol International Balloon Fiesta is a world-class hot air ballooning festival and recognised as one of the UK's top five outdoor events. Founded in 1978, it has become an icon for Bristol, as synonymous with the city as Brunel's famous Suspension Bridge.

Held in the rolling hills of Ashton Court on the edge of Bristol, it is a hugely popular free event, attracting around half a million people from across the country and beyond. The event takes place over four days and this year will be staged on 11 – 14<sup>th</sup> August.

This year, for the first time, visitors will get to see how a hot air balloon is made. To celebrate its 40<sup>th</sup> anniversary, the world's largest hot air balloon manufacturer, Cameron Balloons will construct a passenger-carrying balloon, on site, in about four days.

The event offers fantastic entertainment for the whole family. Over 100 balloons of all shapes and sizes provide an unforgettable spectacle as they take to the sky in mass ascents each morning and evening from Friday to Sunday.

Some of the largest crowds are drawn to the famous Night Glows on Thursday and Saturday evenings, when the balloons tether in the main arena and light up in sequence to music, like giant light bulbs.

Arena and air displays include the famous Red Arrows with their daredevil stunts. Over 250 trade stands, local and international food stalls, a funfair and a variety of other entertainment complete the fun-packed festival.

For more information, visit [www.bristolballoonfiesta.co.uk](http://www.bristolballoonfiesta.co.uk).

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

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