

FOR IMMEDIATE RELEASE
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Festival of Balloons Offers BIG Family Fun

DALLAS — They say everything is bigger in Texas, but Texas hasn't seen anything like this yet! Balloons—everyone's favorite party decoration—will be transformed into larger-than-life sculptures at the Festival of Balloons, coming to Dallas on Sunday, April 18, 2010. This family event, featuring astounding creations by balloon artists from all over the world, will be held from 11 a.m. to 3 p.m. at the Sheraton Dallas Hotel. Balloon artists, who make a living creating balloon deliveries and special event decor as well as entertaining, will display extraordinary, never-before-seen masterpieces during this one-day public event.

With something to appeal to all ages, the Festival of Balloons features exciting, colorful sculptures made with thousands of Qualatex® brand balloons, known the world over as “The Very Best” balloons. Some of the sculptures will be animated; many will feature lighting, music, and special effects; and they'll stand up to 18 feet tall!

This can't-miss event will also include original centerpieces, balloon deliveries, and unique balloon figures designed for competitions held during the first-ever World Balloon Convention (WBC), host of the Festival of Balloons. Attendees will be astounded by charming balloon entertainers, and they'll even have the chance to purchase colorful, helium-filled balloon creations—like balloons *inside* balloons—to take home for themselves.

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"The Festival of Balloons will give the general public a chance to see firsthand the possibilities of balloons as an artistic medium," said Julie Conner, event coordinator. "You can do so much more than tie them to a weight with ribbon!"

Public admission to the festival is \$5; children 12 and under are free. Photos at the event are allowed and encouraged. The Sheraton Dallas Hotel is located at 400 North Olive Street in

Dallas. **The general public can call the Festival Hotline for more information: (800) 331-7195.**

WBC and the Festival of Balloons are produced by Pioneer® Balloon Company, maker of Qualatex balloons, Wichita, KS.

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