



KNME presents “BALLOON FIESTA” (in High Definition)

**Premieres: MONDAY, NOVEMBER 30, at 7:00 p.m.,
on all three New Mexico PBS TV stations**

KNME, Ch. 5 (northern & central NM)

KENW- Portales, Ch.3 (eastern NM)

KRWG- Las Cruces, Ch. 22 (southern NM)

“When you’re putting all these colors in the sky, in various angles and shapes...the whole sky is painted – looks like gumdrops everywhere you look.” -- Sid Cutter, Balloon Fiesta Founder

Public television station KNME, Ch. 5.1 (PBS - Albuquerque/ Santa Fe) presents a new, hour-long program -- an insider’s view of a remarkable Albuquerque event, and one of the most colorful, and most-photographed events in the world -- the Albuquerque International Balloon Fiesta. It’s all here -- the fabulous mass ascensions, unique special shapes, fantastic evening “glowdeos,” competitions, and the characters that make the Fiesta come alive.

BALLOON FIESTA premieres Monday, Nov. 30 at 7:00 pm, statewide, on all three New Mexico PBS stations, KNME, Ch. 5 (northern & central NM), **KENW- Portales, Ch.3** (eastern NM) and **KRWG- Las Cruces, Ch. 22** (southern NM.). Airing as part of the December On-Air Membership Campaign, there will also be special live, in-studio guests, such as balloonists Sid Cutter, Tom Rutherford, and Art Lloyd, Jr., along with Jerry Geist and producer Michael Kamins.

BALLOON FIESTA was made possible in part by: The Albuquerque Tricentennial Committee, The New Mexico Tourism Department, and The Albuquerque Convention and Visitor’s Bureau.

For nine days in October the KNME crew follows the dynamic story of the Balloon Fiesta. Photographed in stunning high definition video, enjoy the fabulous mass ascensions, unique special shapes, fantastic evening “glowdeos,” competitions, and the characters that make the Fiesta come alive.

On the Fiesta field, in the balloons, and with the chase crews, experience the Fiesta up close and personal. Several pilots are featured, including a pilot from Croatia, the legendary Wicker Clan, and the special shape balloons - the Kissing Bees. This documentary spotlights Sid Cutter, the father of ballooning in New Mexico. Since its inception, Sid has been a pivotal force behind the Fiesta's success. His stories and personal experiences weave through the documentary, highlighting the changes that have brought the Fiesta to where it is today.

Like the Fiesta, this documentary focuses on flying, family, friends and fun. KNME shows how the Fiesta field presents a multitude of activities for pilots and spectators. Experience the thrills, disappointments, near-misses and victories, as pilots vie for prizes in competitions; then, crews tailgate, share stories and reconnect with old friends. Today's special shape balloons are crowd pleasers, with some, like the Darth Vader balloon, attracting a cult following. The Albuquerque International Balloon Fiesta consistently has the largest gathering of special shape balloons in the world. Evening balloon glows and morning dawn patrols add a mystique to the overall experience. With the backdrop of Albuquerque's beautiful Sandia Mountains and Rio Grande, the visual wonder of the BALLOON FIESTA leaves an indelible mark on all those who view this amazing event.

To order a copy of this DVD or for more information, please call: (505) 277-2922 or Toll Free (888) 482-0730.

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