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Balloonapalooza releases video teaser

Windsor, ON — The Downtown Windsor Business Improvement Association (DWBIA) and the Downtown Windsor Business Revitalization Association today released the Balloonapalooza teaser video promoting the upcoming festival to be held in downtown Windsor, August 25-26.

Elfy, one of the balloon characters that will be featured at the festival, recently took to the streets of downtown Windsor to promote the event. The video portrays Elfy's day interacting with people and local businesses.

The video was shot by Liam McWade and features Erica Iarusso. McWade is a Communication, Media and Film/History student at the University of Windsor and Iarusso is a Business Administration student at St. Clair College. Student placements have been made possible courtesy of funding from the Canada Summer Jobs program.

The video is posted on YouTube <http://www.youtube.com/watch?v=sPPySRj4lfs&feature=youtu.be>, and can also be found on all of the Balloonapalooza social media pages including Facebook ([/balloonapalooza](#)), Twitter ([@balloona2012](#)) and Tumblr ([balloonapalooza](#)).

This year, Balloonapalooza promises entertainment for people of all ages including giant cold air balloons and inflatables; live outdoor music concerts; bustling sidewalk cafés; a mini express train; a midway; slides and bouncers; balloon artists, clowns, buskers and more.

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For more information:

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