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MEDIA ADVISORY

Balloonapalooza announces 2012 festival highlights

WHAT:

The Downtown Windsor BIA will announce programming highlights of its second annual Balloonapalooza Festival to be held August 25-26 in downtown Windsor.

Encompassing a myriad of creative initiatives and activities that are expected to attract thousands of attendees from across southwestern Ontario, Michigan and beyond, Balloonapalooza will provide exceptional entertainment experiences and is expected to drive tourism, overnight stays and day-trippers. The Festival will further act as an economic stimulus for DWBIA merchants and members.

Balloonapalooza coincides with the City of Windsor's Capture of Detroit Commemorative Festival taking place at Riverfront Festival Plaza on August 25.

WHO:

Larry Horwitz, Chair, Downtown Windsor BIA

Susan Stockwell Andrews, VP External Affairs & Corporate Secretary, Windsor Family Credit Union

Steve Thomson, Owner, Dynamic Displays

Sherry Thomson, Past President, Windsor Light Music Theatre

Cathy Masterson, Manager of Cultural Affairs, Recreation and Culture, City of Windsor

Special appearances: Stilt Guy, Trixie the Clown, Tweedledum and Tweedledee, and Nemo.

WHEN:

Friday August 3 at 11:00 am

WHERE:

Outdoors at Elias Delicatessen
100 Ouellette Avenue, Windsor

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For more information:

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