



**PRESS RELEASE**  
**For immediate publication**

## **A hot-air balloon in *Fête des enfants de Montréal* colours to float above the parc Jean-Drapeau sky**

**Montreal, August 5, 2010** – From August 9-13, the Société du parc Jean-Drapeau will be sending up an air balloon to promote the 12<sup>th</sup> *Fête des enfants de Montréal* which is taking place at parc Jean-Drapeau, August 13-15. Proudly sporting the colours of the *Fête*, the hot-air balloon will be periodically rising in the sky above parc Jean-Drapeau in the days preceding the popular kids' event.

The hot air balloon will be making some tethered flights – flights in which the balloon is restrained by ropes anchored to the ground. The timing of these flights will be determined by weather conditions. The balloon will be highly visible from the Jacques-Cartier Bridge, since its anchoring point will be close to parc Jean-Drapeau's Olympic Basin.

The hot-air balloon will be used solely to promote *La Fête des enfants de Montréal*, the biggest event of its kind in Canada. The theme of this year's event is *Come and have fun!*, an invitation to kids and their parents to go to parc Jean-Drapeau for more than a hundred free activities, shows, workshops and games. The many new features added this year will also be a source of delight to kids of all ages. For families, it's truly "the" event of the summer!

And, it's so easy and convenient to get to the *Fête des enfants de Montréal* on the subway because the parc Jean-Drapeau subway station is situated in the heart of the site of the *Fête*. For more details about the event, please go to the website at [www.parcjeandrapeau.com](http://www.parcjeandrapeau.com).