



MEDIA CONTACTS:

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******MEDIA ALERT FOR {AUGUST 17, 2018}******

MANITOWOC, WI – Downtown Manitowoc is an awesome place to visit on warm summer nights. Making one of those nights even better is when the Lakeshore Balloon Glow happens in August each year. Colorful balloons fill up the night sky; kids enjoying a burger, fresh corn on the cob, bounce houses producing squeals of excitement from the kids all combine to excite all the senses. It is an awesome night to come downtown.

The 2018 Lakeshore Balloon Glow will take place on Friday, August 17 from 5 p.m. to 10 p.m. in downtown Manitowoc. The event will feature live music, many activities for kids of all ages and various food vendors. New this year will be a performance from the fire troupe, the Lakeside Luminaries. They will entertain the crowd with exciting dance and fire juggling that will light up the downtown.

The star of this event is the actual balloon glow when you “feel the heat” at dusk as the hot air balloons are inflated and light up the riverfront! (Please note: the balloons do not leave the ground.) Be sure and arrive early to get a great spot to watch the balloons. Don’t leave after the balloons come down. Stay and enjoy the music, entertainment and kid’s activities including face-painting, inflatables, costumed characters and other fun. Be sure to stay till the end of the night for a fireworks finale.

This event wouldn’t be possible without the support of downtown businesses, and our sponsors who make this event possible. Stop and visit title sponsor Fox Communities Credit Union’s “Fox’s Color Wonder” hot air balloon and even step inside the Fox Mini balloon which lets you go inside one of the balloons.

Also sponsoring the Balloon Glow are the following: RE/MAX Port Cities, Investors Community Bank, Maritime Ford Lincoln, Kayden Services, Soodsma Insurance Agency, and Schaus Roofing and Mechanical.

The Lakeshore Balloon Glow is run by volunteers from Downtown Manitowoc. For more than 20 years, Downtown Manitowoc has promoted it's businesses and events through a volunteer organization comprised of interested business owners and others.

