Please use this template as a starting point. Change anything that is highlighted in yellow to make the release more personalized and geared towards you/your RE/MAX office.

**Don’t forget to delete these instructions when you’ve finished editing the document!** Feel free to reach out to your regional PR contact with any questions or concerns.

**RE/MAX Balloon to Appear at (*Event*)**

*Popularity of RE/MAX Balloon Continues to Rise in (City)*

**CITY, State,** Date – The RE/MAX Hot Air Balloon is scheduled to appear at the (Name of event), on (Date). The event was organized by RE/MAX (Office) to help raise money and awareness for (Name of neighborhood charity or organization).

At 70 feet tall, the RE/MAX Hot Air Balloon grabs attention wherever it flies. (If applicable, Tethered rides in the 70-foot-tall balloon will be offered, if the rides will raise funds for charity, insert appropriate information here; OR insert more information about the event - other sponsors, games, etc.)

“We’re honored to help raise awareness and show support for such an incredible organization like (Name of charity),” said (First and last name), (Title) of RE/MAX (Office). “As local business leaders we take pride in our community and together we can accomplish anything.”

As the largest hot air balloon fleet in the world, more than 108 RE/MAX balloons carry the distinctive red, white and blue logo in 26 countries on six continents. RE/MAX, LLC adopted the iconic logo as a promotional symbol in 1978 at the Albuquerque Balloon Fiesta.

Since its inception, RE/MAX Associates, offices and regions have sponsored and participated in hundreds of balloon events around the world including charity events, art festivals, grand-opening celebrations and even educational programs.

For more information about the (City) balloon appearance, please contact (Phone). More information about the RE/MAX Hot Air Balloon can be found at <https://news.remax.com/remax-balloon>.

# # #

**About RE/MAX (Office Name):**

RE/MAX (Company Name) is a locally owned and operated full-service real estate brokerage located in (Town and State or metropolitan City and State). Founded in (Year), the brokerage has (Number) Realtors® and specializes in (Residential and/or Commercial) real estate. RE/MAX (Company Name) is a proud supporter of (Children’s Miracle Network Hospitals®, and other charities), and is located at (Mailing Address). To learn more, please visit (URL). Each office independently owned and operated.

Contact:

Name, Title

Phone, Email