



NOTE TO LISTINGS EDITORS

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## **See the City As Never Before – Floating 30 Stories Above Central Park!**

### **Basketed Balloon Over NYC's Crown Jewel Marks 150<sup>th</sup> Anniversary of the Plan that Made the Park**

For Release: July 18, 2008

To celebrate the 150<sup>th</sup> anniversary of Olmsted and Vaux's *Greensward* plan – the original design for the world's most famous park – the **Central Park Conservancy** and **New York City Department of Parks & Recreation** invite New Yorkers and visitors to see the City and the Park as they've never seen it before: floating in silence 30 stories in the air!

**AeroBalloon™** is an anchored, helium-filled, state-of-the-art balloon that ascends to a height of 300 feet. The balloon will fly daily from **July 25 to August 22, 2008 at Cherry Hill in Central Park**, and will take up to four passengers at a time. Riders are welcome from 7am to 10pm.

Get a spectacular daytime view of Central Park and bustling streets, or wait until sundown and float above dazzling city lights.

AeroBalloon has been wowing crowds for years at sites throughout the U.S. with its safe, American-made, non-combustible balloons.

**Event: Take a ride 30 stories above Central Park in AeroBalloon's anchored helium balloon**

**Dates: July 25 to August 22, 2008**

**Times: 7 am to 10 pm, weather permitting**

**Location: Cherry Hill, Central Park at 72nd Street, west of Bethesda Fountain**

**Cost: \$25 for adults; \$17.50 for children. Only children over 40" tall may ride. Those under 16 must be accompanied by an adult.**

**Information: Go to [www.aeroballoon.com](http://www.aeroballoon.com) for information, reservation and walk-up instructions, or call 646-827-6287. Learn more about the original design for Central Park and how the Central Park Conservancy has restored this urban oasis at [www.centralparknyc.org](http://www.centralparknyc.org).**

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