

# Hot air, hot tunes and cool brews in Monroe

Press release from Green County Tourism

The Monroe Balloon and Blues Festival is back! Get ready for two days of colorful high altitude family fun and a spectacular lineup of regional and national blues bands.

The Green County Fairgrounds in Monroe will be lit up with excitement on June 16-17 as pilots take to the skies with

their colorful hot air balloons. Launches are planned for Friday and Saturday evening around 6 p.m., plus Saturday morning at 6 a.m.

Flight patterns follow the prevailing gentle winds over the rolling hills of the Green County countryside. When the propane runs low, pilots keep an eye out for open fields to land, providing a spectacle for the onlookers and photographers

that follow the flights from the ground. Always a favorite, evening "balloon glows" will take place on Friday and Saturday nights at dusk.

In hot air ballooning terminology, the "crown" is the very top of the balloon. This year's crown sponsor for Monroe Balloon and Blues is Emmi Roth USA of Monroe. This designation is especially fitting, with their Grand Cru cheese currently sitting on top as winner of the 2016 World Championship Cheese Contest. Plans for the weekend include a wheel of Grand Cru being taken on a ceremonial flight over America's Dairyland.

Green County is home to more Master Cheesemakers than any other county in the state and has more dairy animals than people.

For the musical portion of the festival, local bluesman Jimmy Voegeli (of The Jimmys) has put together a powerhouse lineup of top notch blues talent to get the crowds groovin'. Friday's schedule includes Aaron Williams & the Hoodoo, and Reverend Raven & the Chain Smokin' Altar Boys. Event organizers will again maximize entertainment value with a festival grounds layout allowing blues fans to enjoy the music while keeping an eye to the sky as balloons lift off.

The Paul Flipowicz Band kicks off the Satur-



During the day or at dusk, colorful hot air balloons are among the most photogenic of items. See them in person during the Monroe Balloon and Blues Festival on June 16-17. (Photos courtesy of Green County Tourism)

day lineup at 2:30 p.m., followed by Blues Disciples, and Paul Kaye and the Blues Cartel. Balloons will blaze in the background for the evening glow as the Chris O'Leary Band takes the stage at 8:30 p.m.

On Saturday during the day is the Hot Air & Hot Wheels Car Show (with vehicles in 21 categories) sponsored by

Quest Industrial of Monroe. Food stands will be open all day and local brews will be available in an expanded hospitality beer tent area.

The 2017 Monroe Balloon and Blues Festival is presented by The Arc of Green County, an organization that assists individuals with disabilities - enhancing educational opportunities, independ-

ent living, social experiences and general enjoyment of life.

Admission to the Green County Fairgrounds (2600 - 10th Street in Monroe) is free, with parking onsite for a nominal fee. Free street parking is available around the fairgrounds.

For the latest schedule of events go to [www.monroeballoonrally.com](http://www.monroeballoonrally.com).



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