Rainbow Ryders News Release

Contact: Joanie Griffin (505) 261-4444
               jgriffin@griffinassoc.com

Scott Appelman Awarded Balloon Fiesta's Heritage Award

Phoenix, AZ - September 9, 2013 – At the celebration of his company's 30-year anniversary, Scott Appelman, President of Rainbow Ryders, was awarded the Albuquerque International Balloon Fiesta's (AIBF) Heritage Award. The award is presented annually to someone who exemplifies themselves through outstanding contributions to the AIBF. Rainbow Ryders has two locations – its headquarters in Albuquerque and a second office in Deer Valley, serving the Valley of the Sun year round.

"Past winners each placed significant building blocks along the way, and through their efforts, the event has grown to be the world's premier balloon event," said Paul Smith AIBF Executive Director. "Scott continues in the tradition of those honorees before him – brandishing a fierce loyalty and passion for the sport of ballooning and most importantly the Albuquerque International Balloon Fiesta."

About the Heritage Award: The winner is selected by AIBF's Heritage Committee, a group of individuals that are tasked with keeping the spirit of the AIBF alive. A secret ballot determines the winner after a nomination process brings forth the best of the best. By tradition, a special Balloon Fiesta pin is manufactured featuring the winner and allowing the AIBF to share that individual's unique contributions. The pin has become a significant collector's piece, as only a very limited number are produced.

About Scott Appelman: Scott is the founder of Rainbow Ryders, the Southwest's largest hot air ballooning company. Now in its 30th year, the company expanded five years ago with two offices – one in Albuquerque and one in Deer Valley, AZ, serving the greater Phoenix Metro area. Rainbow Ryders is the official hot air balloon ride vendor of the AIBF, and provides year-round hot air balloon rides, commercial ballooning services and special event services.

For more information, go to rainbowryders.com

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