



News Release

Contact: Joanie Griffin ([505\) 261-4444](tel:5052614444), jgriffin@griffinassoc.com

FOR IMMEDIATE RELEASE

Rainbow Ryders Receives Viator's Top Rated Award

ALBUQUERQUE – June 14, 2016 - Rainbow Ryders Hot Air Balloon Ride Company, the nation's largest hot air balloon ride company, has received recognition and acclaim from Viator—an international tour and activity booking site. They have been awarded Viator's 2016 Top Rated Award, which recognizes Rainbow Ryders as "an outstanding activity provider on the world's leading tours and activities booking site." They are the only New Mexico company to receive the award.

As an international booking site featuring customer reviews, Viator is a source for people looking to book unique and exciting travel activities. The honor of being a "Top Rated" activity provider is given based on customer reviews, and only those activity providers consistently receiving 4-star or higher ratings from customers are awarded.

"Awards like this one are a genuine honor for us at Rainbow Ryders, as they are directly dependent on our customers having an incredible experience when riding with us," said Scott Appelman, President of Rainbow Ryders Hot Air Balloon Ride Company. "Our goal is to provide a bucket list experience that is enjoyable, unique and memorable. We are honored to be recognized in this fashion."

Rainbow Ryders offers one-of-a-kind hot air balloon rides in three locations—Albuquerque, Phoenix and Colorado Springs, and provides tens of thousands of rides per year.

For more information on Viator, visit <http://www.viator.com/>. For more information on Rainbow Ryders, visit <https://www.rainbowryders.com/>.

About Rainbow Ryders Hot Air Balloon Ride Co.: Rainbow Ryders Hot Air Balloon Ride Co. is the largest hot air balloon ride company in the country with offices in Phoenix, Albuquerque and Colorado Springs. Additionally, through an affiliate company, Hot Apple Productions, the company is producing the 40th Annual Labor Day Lift Off event in Colorado Springs. Rainbow Ryders has been in business for over 34 years, has flown in 45 states and managed events in Chihuahua and Guadalajara, Mexico. Rainbow Ryders' pilots have over 180 years combined experience. To date, Rainbow Ryders has flown over 250,000 passengers.

###