



FOR IMMEDIATE RELEASE

Gulf Coast Hot Air Balloon Festival Announces 2022 Presenting Sponsor and Poster Winner

Foley, AL (January 11, 2022) – The Gulf Coast Hot Air Balloon Festival is excited to be partnering with Wolf Bay Restaurants as the Presenting Sponsor for the upcoming 2022 event. Wolf Bay Restaurants has been a staple in the South Baldwin Community since 1973 and a regular fixture at the balloon festival over the years, catering to our VIP guests and serving up fried shrimp from their food truck to festival-goers. We are grateful for their partnership and look forward to working with them even more as our Presenting Sponsor.

The South Baldwin Chamber of Commerce and festival committee is delighted to announce the 2022 Gulf Coast Hot Air Balloon Festival poster winner: The talented artist is Tara McMeans of Gulf Shores, Alabama. Tara owns and operates Design Print Promote and has been a long-time partner with the South Baldwin Chamber and the Gulf Coast Hot Air Balloon Festival (GCHABF). Her artwork has been chosen several times in previous years to be the official design of the event. Tara stated, "One of the things that I love about this year's pop art-inspired poster design is the bold colors and identifiable graphics that immediately grab your attention. It captures the excitement of the Gulf Coast Hot Air Balloon Festival at OWA and will make a great piece of wearable art." Tara is a strong community supporter and the South Baldwin Chamber and GCHABF committee are proud once again to partner with her for the 2022 festival.

The 18th annual Gulf Coast Hot Air Balloon Festival 3-day event is on the calendar for May 12th - 14th, 2022. The festival kicks off on Thursday evening, May 12th from 5 pm – 9 pm with live entertainment, vendors, and a balloon glow (wind and weather permitting). The excitement continues on Friday, May 13th from 11 am – 10 pm and Saturday, May 14th from 11 am – 10 pm. More than 50 hot air balloons and pilots will join us in Foley for a magical weekend of fun!

The family-friendly event has activities for everyone! Festival admission is free with select activities available for an additional charge. Guests can enjoy the expansive amenities at OWA Parks & Resort; including various restaurants, unique retail shopping choices, a variety of entertainment attractions, and of course, The Park at OWA – its themed amusement park with more than 20 rides and attractions to experience. Traditional festival activities will also be featured throughout the property during the weekend featuring children's activities, artesian and food vendors, live music, and (wind and weather permitting) tethered balloon rides, balloon glows, and balloons in flight!

Our 2021 event recorded significant growth with the festival location moving to OWA. The GCHABF committee is eagerly preparing for an even bigger and better festival in 2022. For the

latest information, visit our social media channels and to purchase tickets and signature merchandise, please visit www.gulfcoastballoonfestival.com or visitowa.com.

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About OWA®

OWA (*oh-wah*) has become known as a world-class, award-winning entertainment destination owned and operated by the Poarch Band of Creek Indians. Its authentic design celebrates the destination's rural roots and the area's natural beauty. The name OWA, which translates to "big water" in the Muscogee Creek language, was inspired by the 14-acre lake at the center of this unique development. OWA has the feel of a small Southern town that evolved through time with distinct districts, such as Downtown OWA and The Park at OWA, its amusement park.

OWA's 150-room Marriott TownePlace Suites sits within walking distance to the entire property, as well as its 14-acre amusement park. The Park at OWA features more than 20 rides, with favorites like Mystic Mansion and Rollin' Thunder. It also features in-park dining, a brand-new splash pad, and a variety of midway games. Enjoy retail, entertainment, and dining amenities, admission-free in Downtown OWA seven days a week. Check VisitOWA.com for full details and the latest events or follow @VisitOWA across all social platforms.

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