

Zell am See-Kaprun: hot-air balloons are rising once again | Almost 40 teams meet at the 29th Balloon Trophy

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The sky above the roofs of Zell am See and Kaprun is sure to wear its most colourful gown. At the 29th 'BP Gas Alpine Balloon Trophy' starting on 20th January 2008, about 40 international teams of balloonists will literally be up and away. Anyone who prefers to stay on the ground can look forward to enjoying a unique colour spectacle! And there is even more: an exciting supporting programme with events about balloon travel and aviation makes sure that boredom doesn't stand a chance!

The first winter competition for hot-air balloonists took place as early as 1979. The pioneers of the aviation club 'Team Polar', Josef 'Joschi' Starkbaum and his partner Gert Scholz, didn't want to accept the unfounded assertion that 'hot-air balloons are just not made for travelling in the Alpine regions'. And now watch and learn: until today the event lures participants from all around the globe to Zell am See-Kaprun - and not even once has there been as much as a hitch. But nevertheless it is always a thrilling experience to mount the baskets. Since it is not possible to steer the balloons directly, your journey takes you into the unknown once you have lost touch with the ground. You can aim for your destination only by descending and rising and making use of the winds.

To judge who is best at this art, the BP Alpine Balloon Trophy has organized many adventurous competitions which are true challenges for the participants. But the visitors of the event don't have to limit themselves to watching either. And for small guests, the event has a special treat up its sleeve: On Monday 21st January, one day after the ceremonious opening on the old runway of the airfield of Zell am See, there is the start of the captive balloons. From 9 a.m. to 11 a.m. children can get into the baskets of the huge balloons which are tied to the ground. If the weather doesn't cooperate, the start will be postponed until Wednesday.

On Monday evening, the event 'Fire & Ice' promises to be an optical highlight: fire shows, hot-air balloons, and illuminated sculptures made of ice will light up the night. From 8 p.m. visitors can choose from a large variety of delicious drinks. Wednesday and Thursday, 23rd and 24th January, will definitely be as breathtaking as the preceding days have been. From 8 p.m. visitors are invited to come to the valley station of the cityXpress in Zell am See and to Lechnerberg in Kaprun where hot-air balloons are making the sky of the region their canvas. This colourful happening has always been a major event in the programme of the BP Gas Alpine Balloon Trophy. Fireworks and DJ music will make visitor marvel in amazement. And, of course, we mustn't forget to mention the show of the motocross and snowmobile drivers who perform daredevil acrobatics and breathtaking stunts!

For more information on the 29th Gas Alpine Balloon Trophy in Zell am See and Kaprun please visit us at www.zellamsee-kaprun.com.

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Information summary

The holiday region Zell am See-Kaprun with its 14,000 beds and two million overnight stays every year is one of the most important holiday destinations in Austria. During the summer months you can enjoy a variety of outdoor activities like rafting, golf and hiking. And also in the cold season there is never a dull moment thanks to sleigh rides and hiking tours in snowshoes. Skiers can comfortably reach the 132 kilometres of slopes with powder snow with one of the 56 lifts. Snowboarders enjoy the perfect conditions of the Snowpark on the 2,600 metre high glacier plateau. Even in the summer you can swish down the slopes here. The renowned German publishing house of 'Falk Verlag' awarded Zell am See and Kaprun the decoration of the most family-friendly holiday region in Europe.

[You can find this press release here](#)