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## **Valley Kids Continue to Benefit from Balloons**

*Balloon Festival Gearing Up for 5<sup>th</sup> Annual Festival to Benefit Local Children's Hospital*

Ripon, CA – Labor Day weekend 2010 will mark the 5<sup>th</sup> year of Northern California's only balloon festival. The weekend is packed with family-oriented events from hot air balloons with tethered rides, a scrumptious Pancake Breakfast, Patriot Jet team, skydiving and kite flying exhibitions, the 1 mile, 5K and Children's Fun Run at the Rise.Shine.Give.Run, Sky's The Limit Arts & Crafts, on-stage live entertainment and other fun activities for families.

With all of these fun events it might be easy to forget that the only reason for this event is to raise funds for our local children's hospital - Children's Hospital Central California located in Madera. "So many people in our area give to distant Children's Hospitals without realizing that we have a world-class hospital here. Our local Children's hospital serves the children in our community and does a phenomenal job," explains Jessica Coleman, founder of Color the Skies, Inc. "but it needs our support to continue to fund cutting edge care to the sickest and neediest of our local children."

In 2009, Children's Hospital Central California served Stanislaus County by providing care to 435 inpatients - totaling 2,674 days of specialized pediatric medical care with 8,328 outpatient services. In San Joaquin County records show services provided to 38 inpatients – totaling 266 days as well as 873 outpatient services. Modesto ranks in the Top 10 cities that Children's Hospital Central California provides life saving care to. Because of this, Children's Hospital opened the Modesto Pediatric Subspecialty Center in 2003 providing children and families access to some of the world's finest pediatric subspecialists in an environment that is close to home.

In 2009, over \$10,000 in proceeds from the festival benefited the Children's Hospital Central California Medical Transport Team. Providing much needed resources for the team of pilots and trauma nurses that travel in the Air George Helicopter to save lives.

### About Color the Skies:

Color The Skies, Inc. is a non-profit organization giving 100% of its proceeds to Children's Hospital of Central California. The goal is the same today as when it was established in 2006:

*To bring awareness and financial support to Children's Hospital Central California insuring that all children in the Central Valley continue to receive the best pediatric care possible regardless of financial resources.*

Color The Skies is a nonprofit organization that holds a 2-day magical event during Labor Day Weekend in Ripon every year. Festivities include hot air balloons with tethered rides, a scrumptious Pancake Breakfast, The 1 mile, 5K and Children's Fun Run at the Rise.Shine.Give.Run. Sky's The Limit Arts & Crafts, on-stage live entertainment and other fun activities for families. Upcoming events at the 2010 Color The Skies Festival will include, The Patriots Jet Team, Bay Area Skydivers, Team Too Much Fun Kite Performances, an interactive Kaleidoscope Exhibit, Cannon Acrobatics Performances, Martial Arts Demonstrations and much more.

The Color The Skies Office is located behind the Coleman Residence – adjacent to a large shop that houses the balloon festival's inventory. Jessica Coleman, Founder of Color The Skies, Inc. volunteers all of her time and effort involved organizing and managing the Color The Skies Hot Air Balloon

Festival. Her husband Greg Coleman, Vice President of Color The Skies and Grower Relations VP of E & J Gallo Winery volunteers all of his time as well. Every person involved in the Color The Skies Organization is taking time and energy out of their lives to make a difference for our community and our children. Color The Skies is an organization of 20 key team leaders that work throughout the year to organize, network and build to give local children the best possible chance at a healthy life.

#### About Children's Hospital Central California

Children's Hospital Central California is a not-for-profit, state of the art regional medical center located in Madera just north of Fresno whose coverage area spans 45,000 square miles. From Bakersfield to Stockton, and from the Sierra Nevada Mountains to the Central Coast – more kids are treated at Children's than any other pediatric hospital north of San Diego. It's the largest children's hospital in California in terms of bed size and the 6<sup>th</sup> largest in the United States. Medical professionals provide life-saving care to the sickest of the sick and the poorest of the poor every single day and night. With 45 subspecialties and over 500 pediatric specialists, there isn't a lot that this hospital's staff can't do.

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