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BALLOON MANOR IN DANGER OF DEFLATING

World-renowned Halloween event needs sponsors

Rochester creator Larry Moss at White House on July 4

Rochester, NY – Even as Rochester "airgamist" Larry Moss received word yesterday that he'll appear at the White House on July 4th, his world-renowned haunted house made out of 100,000 balloons – Balloon Manor – is in danger of deflating even before it's built.

The community event which attracts approximately 9,000 visitors each year and has given more than \$80,000 to Rochester health charities in its four previous incarnations is planned for October 14-18 (already reduced from two weekends to one this year). However, Moss says he will be forced to "pull the plug" if the project doesn't attract enough funding in the next couple of weeks.

"Balloon Manor is not a low-overhead event," admits Moss. "Although it depends upon about 300 community volunteers and 40 or so balloon artists from all over the world who pay their own way each year, we still have to cover travel and lodging expenses for the 20 top artists whose creativity is key to making this the world-famous project that it is."

Meanwhile, Moss, who appeared on the nationally-syndicated Martha Stewart Show last October to promote Balloon Manor, is planning to build one of his sculptures on the White House lawn with two top Balloon Manor artists: Todd Neufeld (NYC) and Don Caldwell (CA).

"We've been told that President Obama will be at the White House that day, so there's a good chance he will see our work," says Moss, who has performed at the White House before. "There will also be staff and their families along with military personnel, and we'll create a patriotic installation."

"A Dark and Stormy Night" is the theme for his fifth Balloon Manor, which is slated to take place in the historic Sibley building (288 E. Main St.), in a move to downtown which marks Rochester's 175th anniversary. Previous venues have included The Mall at Greece Ridge and Medley Centre.

Prior Manors have benefitted Teens Living with Cancer, Wilmot Cancer Center, Al Sigl Center and Golisano Children's Hospital. This year's beneficiary is the American Cancer Society's local Hope Lodge, located on the campus of Colgate Rochester Crozer Divinity School (1100 S. Goodman St.), which provides out-of-town cancer patients and their families with free, temporary housing while undergoing treatment.

In order to save this year's Manor, Moss says he needs \$75,000 in sponsorships (including in-kind donations), which would allow the American Cancer Society to receive every penny from ticket sales – along with creating an unforgettable community event.

(more)

(Balloon Manor in danger, continued)

"In the last few days, as people have told me how much they're looking forward to the Manor, I've had to tell them the bad news," says Moss. "Everyone has asked what they could do to help."

Moss is asking that interested donors and sponsors please contact Annie Lane at annielane61@yahoo.com or 585-329-9199, and visit www.balloonmanor.com for more info.

About Larry Moss: Perhaps most famous for building his Balloon Manors, Larry Moss is also the creator of the art form, airigami – the fine art of folding air (www.airigami.com). Moss's unusual art has been displayed in 12 countries on four continents, and has been featured on television and film, in major newspapers and magazines and in the Guinness Book of World Records. His "full-blown" installations, including the world's first piloted balloon sculpture (2003's "Flying Octopus"), enchant both young and old, and bring people together in the way that only the best public art installations can.

Media, please note: High-resolution photos of Balloon Manor and interviews with Larry Moss are available. Please visit www.balloonmanor.com for more details.

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