



## **Advertising Balloons Light Up Around the World with Thanks to Aerial Products & Southern Balloon Works**

*Southern Balloon Works Inc., a division of Aerial Products Corporation, has announced the production of a new solution for the aerial advertising industry. The company has rolled out an illuminated polyurethane balloon which is called a "NightLight."*

Deland, FL, March 15, 2008 --([PR.com](http://PR.com))-- These illuminated balloons, or NightLights, are unique to the market because they are mounted to a backpack and designed to allow the advertiser to make an impact among crowds at night. The large balloon has ample surface area and excellent graphic reproduction quality coupled with the power of its illumination. As the NightLight travels around the advertiser's chosen venue, the lighted message simply cannot be missed. An additional benefit of using this medium also resides in the fact that the person wearing the backpack can interact with the crowd, thus furthering the advertiser's message. NightLights are a perfect solution for a variety of locations: shopping centers, concerts, store fronts and political rallies. They can also be mounted to a stationary base for use at trade shows and for displays in convention centers.

"NightLights provide a unique opportunity for capturing more eyeballs as the balloon travels above the height of the crowd. We see this as a slam-dunk solution for the upcoming presidential election." said Aerial Products Corp. CEO Kevin M. Hess.

Southern Balloon Works builds the highest-quality lighter than air products with offerings such as giant advertising balloons, advertising blimps, and remote control blimps to serve the aerial advertising industry. The company also has a solid and growing customer base with its commercial aerial photography systems.

For questions regarding the company please contact the Director of Media Relations, Felicia Bonforte, at 386-734-0747.

<http://www.southernballoonworks.com>

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**Online Version of Press Release:**

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