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FOR IMMEDIATE RELEASE

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**TRIPLE CROWN PRODUCTS NAMED PRESENTING SPONSOR
OF WATERFORD BALLOONFEST**

Southeast Wisconsin's most magical summer festival is held July 21-23, 2017

WATERFORD, WI – Waterford-based custom product & apparel branding company Triple Crown Products will serve as the presenting sponsor of the Waterford Balloonfest beginning in 2017, joining its name with the seventh annual hot air balloon festival that plays host to over 20 majestic hot air balloons and is one of only 100 events of its kind held throughout the country.

Triple Crown Products is the first company to sign a presenting sponsorship agreement with Waterford Balloonfest, a deal that will extend through 2019. The company, which was started by Dennis & Janis Quernemoen in 1984 while they raised their family in Waterford, Wisconsin, has transformed from a small operation run out of the Quernemoen family home to an extremely successful business employing nearly 90 workers. Triple Crown Products is currently owned and operated by the Quernemoen's four sons: Luke, Tim, Brian and Mike.

“This partnership is a home run for us,” said Luke Quernemoen, co-owner of Triple Crown Products. “Waterford Balloonfest is located right in our backyard, and my brothers and I have always enjoyed attending the event with our families – we’ve made some great memories there. We are proud to sponsor an event that showcases our community and local businesses and offers unique festival experience that brings thousands of festival goers and hot air balloon enthusiasts alike from around the country to Southeast Wisconsin.”

“Triple Crown Products has roots in Waterford and it’s been amazing to watch Balloonfest grow,” said Mike Quernemoen, co-owner of the company. “We are looking forward to this year, and hopefully many more years to come sponsoring this incredible family friendly event.”

Waterford Balloonfest presented by Triple Crown Products is set to be held Friday through Sunday, July 21-23, behind Evergreen Elementary School at 817 W. Main Street in Waterford, Wisconsin.

This free, family-friendly festival plays host to over 20 majestic hot air balloons partaking in competitions and launches in the morning and early evening as well as after dark balloon glows. For more up in the air fun, festival goers can take a helicopter or tethered balloon ride, and take in a sky diving performance to kick off Friday and Saturday evening festivities.

Additional festival activities include: the Barnes Road Beer & Wine Garden and entertainment stage (21 and over), Family Movie Night presented by TDS Telecom showing Disney-Pixar's UP on a giant outdoor movie screen, the Runzheimer Kids Stage, a Kids Zone with games, crafts, rides and inflatables, free Zumba fitness for kids and adults, a Fairytale Princesses meet and greet, a Milwaukee Brewers Famous Racing Sausages™ meet & greet, enticing food vendors, a Business Vendor Village and an Arts & Crafts Market with crafters from all over the country and much more!

Festival hours are Friday from 4 to 9 p.m., Saturday from 6 a.m. to 9 p.m. and Sunday from 6am to 6pm. Beer garden hours are Friday from 4-midnight, Saturday from 11 a.m. to midnight on Sunday from 11 a.m. to 6 p.m. Like and follow @WaterfordBalloonfest on Facebook for all festival updates and announcements.

“We are extremely excited to have Triple Crown Products sign on as the presenting sponsor of Waterford Balloonfest,” said Nick Borth, President of the Waterford Chamber of Commerce, the organization that operates the event. “Their sponsorship will not only help elevate the event, but the community as well. We look forward to what the future holds and couldn't be happier to partner with a quality company like Triple Crown Products.”

ABOUT THE WATERFORD AREA CHAMBER OF COMMERCE

The Waterford Area Chamber of Commerce is a private nonprofit membership organization comprised of over 200 member companies and is focused on supporting the growth and improvement of our local economy. The Chamber provides opportunities to promote its members and provide educational and networking avenues to help influence their professional growth. The Waterford Area Chamber of Commerce works to ensure a strong local economy where businesses can prosper and families can live, work, play and shop.

For more information about the Waterford Area Chamber of Commerce please visit www.wateford-wi.org or follow on Facebook @WaterfordWIChamber.

ABOUT TRIPLE CROWN PRODUCTS

Triple Crown Products, located in Waterford, Wisconsin, is family owned and operated. The company is dedicated to providing the very best service to its customers for all their branded apparel needs. Triple Crown Products has over 30 years' experience in personalizing name brand products, such as Carhartt and Under Armour, with company names and logos. Silk screen, embroidery, emblem, or direct embroidery, they can do it all! Triple Crown leverages this extensive experience to provide easy online ordering with personal one on one service when needed.

For more information about Triple Crown Products, please visit their website at www.TripleCrownProducts.com or follow on Facebook @TripleCrownProducts.

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