



Cathedral City

Cone Zone Alert

FOR IMMEDIATE RELEASE

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CATHEDRAL CITY HOT AIR BALLOON FESTIVAL MAY CAUSE TRAFFIC DELAYS ON HIGHWAY 111 ON VALENTINE'S DAY – ALTERNATE ROUTE SUGGESTED

CATHEDRAL CITY, CA [February 10, 2015] In anticipation of high traffic volume for the free Balloon Glow during the Cathedral City Hot Air Balloon Festival on Saturday, February 14th, scheduled for 6:30 pm in Downtown and its visibility to East Palm Canyon Drive (Highway 111), motorists who do not plan to attend the festival or area businesses should use an alternate route.

The Cathedral City Hot Air Balloon Festival opens on Saturday, February 14th at 7:00 am with tethered hot air balloon rides. Other activities include a Kid Zone, weddings, Wedding Singer Competition, gourmet food trucks, Theater Square Market, and live local bands. On Saturday evening, attendees can enjoy a Sunset Wine Dinner at Civic Center Plaza, a free Balloon Glow featuring 20 hot air balloons lighting up to music, a free replay of Disney Pixar's movie "Up" on a giant outdoor screen at the new Festival Lawn, and live local bands with a beer/wine garden in Civic Center Plaza. On Sunday, the festival continues with tethered hot air balloon rides beginning at 7:00 am at the new Festival Lawn. Other activities include gourmet food trucks, Theater Square Market, Kid Zone, music, and a pancake breakfast sponsored by Applebee's.

Access to all businesses along East Palm Canyon Drive will remain open during the entire festival.

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Motorists who want to avoid the festival traffic delays should seek an alternate route:

Eastbound traffic from Palm Springs can turn left from Highway 111 at Golf Club Drive and head north to Dinah Shore Drive. Turn right on Dinah Shore Drive and travel east to Date Palm Drive. Turn right on Date Palm Drive and head south to East Palm Canyon Drive. Turn right or left on East Palm Canyon Drive depending on the final destination.

Westbound traffic from Cathedral City and Rancho Mirage can turn right from Highway 111 at Date Palm Drive and head north to Dinah Shore Drive. Turn left on Dinah Shore Drive and travel west to Golf Club Drive. Turn left on Golf Club Drive and head south to East Palm Canyon Drive. Turn right or left on East Palm Canyon Drive depending on the final destination.

Please be aware that during the daytime hours on February 14th, Dinah Shore Drive in Cathedral City serves as a route for the Tour de Palm Springs with a large number of bicyclists. Extra caution is advised and an alternative route of Dinah Shore Drive is Ramon Road.

Paid/VIP/Bonta Restaurant parking is available at the City's Parking Structure adjacent to City Hall and the City employee lot behind City Hall. Free festival/theater/restaurant parking is available on the vacant lots east of the Mary Pickford Theater along Buddy Rogers Avenue.

For more information about the festival, go to www.HotAirBalloonFest.com or www.DiscoverCathedralCity.com or call Chris Parman at (760) 770-0396.

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