



## "Nowhere else" at #LMAB15

Last Tuesday, Philippe Buron Pilâtre and his team presented, at the Press Club of Metz-Lorraine, the board lines of [Lorraine Mondial Air Ballons® 2015](#). It will be "Nowhere else", promised the organizers of #LMAB15 on Chambley Planet'Air airfield (Meurthe-et-Moselle / Lorraine / France). 19 mass ascents (scheduled) with hundreds of hot air balloons taking off into the Lorraine sky (morning and evening). And the highlight: a new attempt to beat our record of aligned balloons with the hope to exceed 400 balloons.

Already we are the holder of world record: the biggest mass ascent with 408 balloons taking off in less than an hour, authenticated by the **Guinness World Records**, [Pilâtre de Rozier Organisation](#) would like to align more than 6 kilometers of ballons on 4 tracks and taxiway of the airfield. It will be on July 26th (it depends on the weather). You find as in other years, many entertainments on the ground for the enjoyment of everybody, during ten days of festivities, from July 24th to August 2nd on **the International Balloons Airport** of Chambley Planet'Air.

The construction of the site began since the end of June, the [4 "BallonVilles"](#) are preparing to welcome thousands of people. **"BallonVille Pilote"**: 1100 pilots and 2000 crew members, coming from forty countries and with thousand balloons (an average of nearly 500) and some balloons have funny shapes (chick, fox, clown, and so many others). **"BallonVille Public"**: between 250 000 and 400 000 visitors per edition, who come to be marveled. **"BallonVille Organisation"**: 150 volunteers working hard for 10 days and 300 (security, maintenance, contractors, emergency, etc.) which are there to ensure everybody. **"BallonVille Partenaire"**: 175 companies that support the event, 40,000 guests who come to



Photo by I.Taylor

*Find everywhere on Chambley Planet'Air frames to take beautiful "selfies" with colorful balloons on the background. What good fun at #LMAB15!*



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fly or take good time on the ground, and 400 accredited journalists who make discover this extraordinary event to the world. And we will have the presence of NHK (Japanese TV) and many international agencies.

Among the good news, **the Pilâtre de Rozier airline** who has just started with the certification by the General Directorate of Civil Aviation (DGCA) to transport public passengers. The first and only one in Lorraine! And also the **new clothing collection of LMAB® and Pilâtre de Rozier** that you can find on the website, but also in one of the shops (public, pilot and partner).

The press conference ended with [a release of 33 "blue, white, red" balloons](#) in the Lorraine sky, from the "Place de la Comédie" (in Metz). In memory of the first Pilâtre de Rozier Challenge 1983 for the festivals of the Mirabelle, announced in July 1982. 33 years ago ... A new team, but always the same passion: to share dreams. It is the promise of the biggest balloons gathering in the world, **LMAB® 2015!**



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