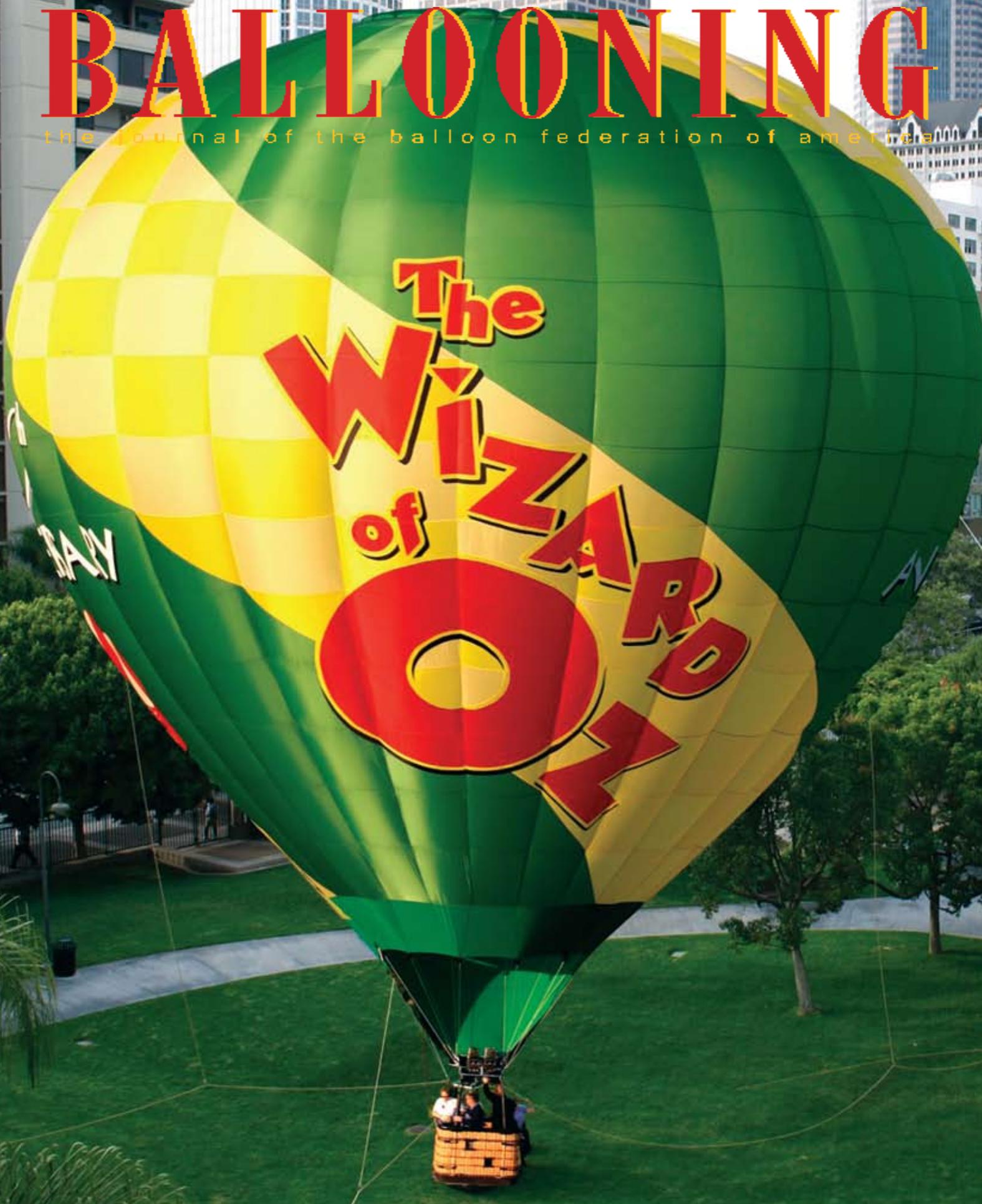


July/August 2009

\$4.00

# BALLOONING

the journal of the balloon federation of america



# FOLLOW THE YELLOW BRICK ROAD

TO CELEBRATE THE 70TH ANNIVERSARY OF THE CLASSIC FILM, THE WIZARD OF OZ, AND THE UPCOMING RELEASE OF A NEWLY REMASTERED VIDEO COLLECTION ON BLU-RAY AND DVD, WARNER HOME VIDEO HAS LAUNCHED A NATIONAL BALLOON TOUR!

STORY BY MARSHA TREACY  
PHOTOS BY RANDY TREACY

**A**s a child growing up in a family of five children my mom kept a calendar hanging on the refrigerator in our kitchen that was marked with the day-to-day activities of a busy family. Doctor and dentist appointments, ball games and school functions covered many of the days each month. The really important events were written in colorful marker, our birthdays, family gatherings and holidays, summer vacation and the date and time of the annual broadcast of The Wizard of Oz.

Ah the good old days of three network channels and the TV antenna on the roof house powered by the magical box in the corner of the room that would turn the antenna this way or that.

Watching this classic film each year was a highly anticipated event in our home and when the night finally arrived we all took our favorite places in front

of the TV. I was the youngest and would climb into my mother's lap so I could bury my face in her shoulder when the Wicked Witch came on the scene and defiantly when the flying monkeys were threatening Dorothy and friends. It was also the first time I remember ever seeing a balloon...

The Wizard of Oz, the movie, made its debut at the famous Cannes Film Festival in 1939 becoming an instant success and overnight classic. The movie grosses a then astounding \$3.1 million and is nominated for a Best Picture Oscar. The film won three Academy Awards:

- Best Song - Over the Rainbow
- Best Original Score
- Special Award for Outstanding Juvenile Performance (Judy Garland)

In the decades that have followed the movie's status as a classic has never been challenged. The American Film Institute has voted it:

- 10th Greatest America

Film of All Time

- 3rd Greatest Movie Musical of All Time
- Number One Greatest Fantasy Film of All Time
- Named one of the 100 Movies You Should See Before You Die by Yahoo Movies (March 2009)

To commemorate the 70th anniversary of The Wizard of Oz, Warner Home Video has announced the release of a newly remastered Ultimate Collector's Edition on Blu-ray and DVD. To market the release of this new home video (planned for September 29th) Warner has also launched a grand Wizard of Oz Hot Air Balloon Tour to travel across the United States from Los Angeles to New York visiting cities and balloon festivals all across the country before culminating in an appearance at an Oz gala at New York's famed Tavern on the Green in September.

But why now? Since

*Continued on page 24*

## THE BALLOON:

by GLEN MOYER

The green Emerald City balloon is a Cameron Z-90. It is encircled by the story's famous Yellow Brick Road. The road is built not of bricks but of two standard colors of balloon fabric, yellow and warm sand.

In addition to the 70th Anniversary logo that includes Dorothy's famous ruby slippers, the balloon features 30 foot tall likenesses

of Dorothy, Scarecrow, Tin Man, Cowardly Lion and yes, Toto too! The characters seem amazingly life-like thanks to a technology that prints photographic images on balloon fabric. Andy Baird, President of Cameron Balloons US explains...

"We used an inkjet process. Inkjet artwork for balloons was pioneered by Cameron Balloons LTD, many years ago, but we (Cameron Balloons US) were the first (and still the only) manufacturer to bring the process in-house. It's actually quite a complicated process, both in terms of the printing (getting a suitable match of ink and fabric) and the image manipulation.

Since the panels are not rectangular (they are actually trapezoids with curved top and bottom edges) we have to 'map' the images to the individual panels. This is a very labor intensive process, so we wrote some software to do the mapping for us. We (CBUS) are the only manufacturer to have developed such software. The printer itself is similar in function to a desktop model with one or two differences. The print bed is over 6ft wide and the ink is more expensive - over \$1,000 for one set of ink cartridges. Unlike paper, balloon fabric soaks up a lot of ink, so we go through it quite quickly."

The colorful basket banners (wraps) are done using the same process but on a heavy vinyl stock.

Oh, for you trivia buffs, Dorothy's ruby slippers depicted on the balloon are a size 8 and a half -- feet tall!!



photo courtesy Cameron Balloons US

# YELLOW CARPET GALA!

BY GLEN MOYER

No new (OK, remastered) video release of a Hollywood classic would be complete without a red, uh, yellow carpet gala and this was certainly true as Warner Home Video's Wizard of Oz hot air balloon kicked off its nationwide tour. The event, on June 9th was in partnership with other Hollywood luminaries including Warner Brothers Consumer Products, the Fashion Institute of Design and Merchandising, and designer Tarina Tarantino.

The collaborative occasion was a continued celebration of the 70th Anniversary of the Wizard of Oz, It included the West Coast debut of The Ruby Slipper Collection, the opening of The Inspirations of Oz Fine Art Exhibition at FIDM and Tarantino's My Pretty Collection.

The Ruby Slipper Collection consists of modern interpretations of the classic Ruby Slippers, as created by 19 noted names in designer footwear and fashion. Students at FIDM were challenged to create their own interpretations of the iconic ruby slippers. The FIDM student winner will complete the Collection as the 20th designer. The Ruby Slipper Collection, in its entirety, will be auctioned off in September 2009 to benefit the Elizabeth Glaser Pediatric AIDS Foundation.

Also unveiled was The Inspirations of Oz Fine Art Exhibition at FIDM. Students were again tasked to design their own Oz inspired creations in three disciplines, Footwear, Fashion and Accessories. The three student winners will be flown to New York City for the tour's New York wrap up gala in September.

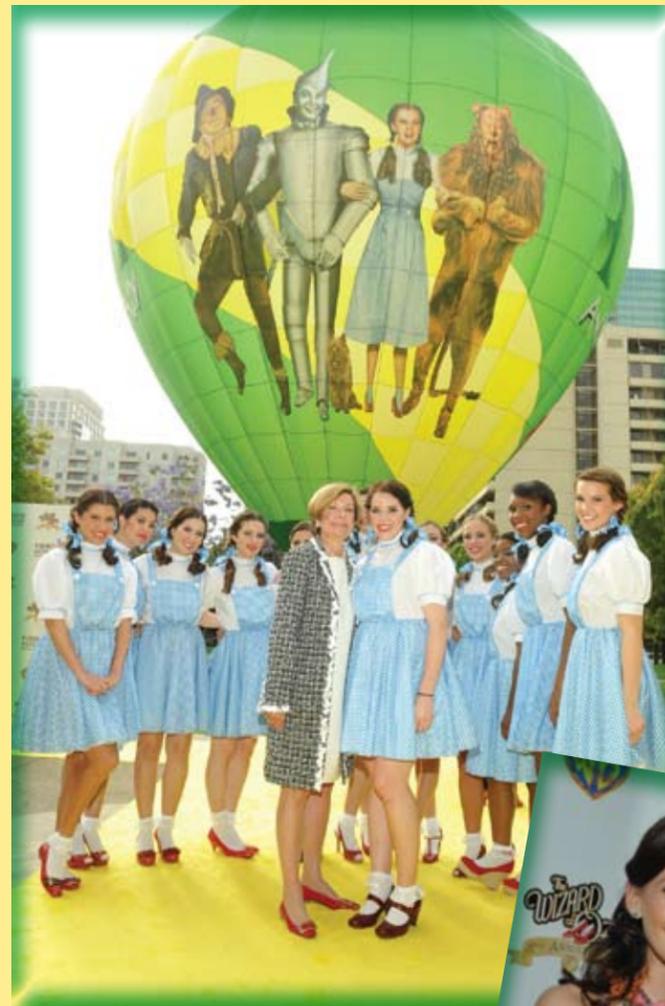
The "yellow carpet" event was attended by such notables as Kristin Cavallari, George Lopez, Debi Mazar, Nestor Carbonell and Shannon Kenny, Lisa Loeb, Ashley Eckstein, Linda Ramone, Amanda Geragos, Blanca Soto, and Jennifer Tisdale.

The gala evening also featured sneak peeks of Warner Home Video's upcoming limited-edition gift sets that will be available in a range of prices from \$25 to \$85 after September 29th. Without question the star of the night was the Wizard of Oz themed balloon that towered over the invited guests and served as a favorite backdrop for photographers.

All photos these two pages by:  
Alex J. Berliner ©Berliner Studio/BEImages



Warner Brothers executives Brad Globe, Ron Sanders, and Jeff Baker



Barbara Bundy and Jennifer Ware flanked by FIDM student "Dorothy Girls"



Jeff Baker, Ron Sanders and Mary Stephens enjoy a tethered balloon ride with pilot Marsha Treacy



Tarina Tarantino



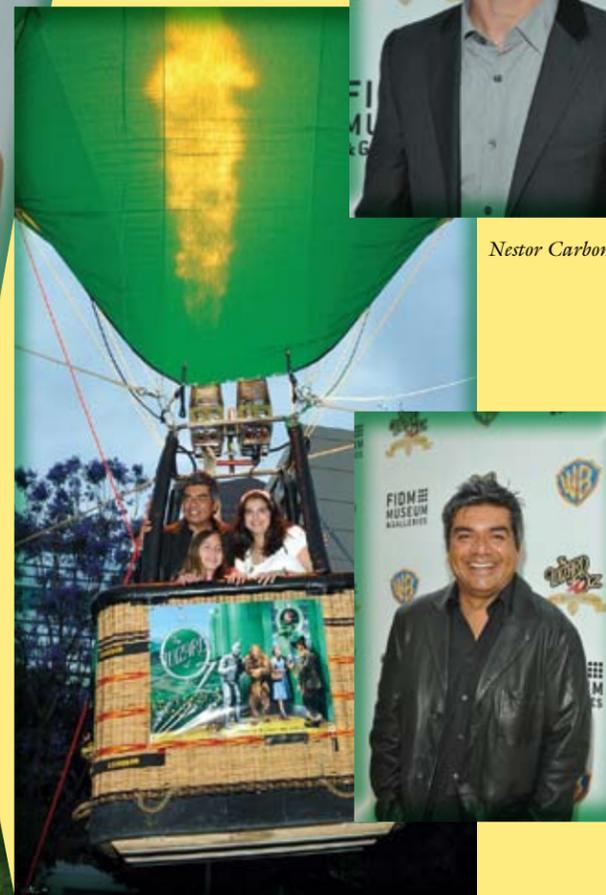
Nestor Carbonell



Holly Owens



Kristin Cavallari



Comedian George Lopez (inset) and daughters experience the thrill of a ride in the Wizard of Oz balloon!

its first release for home viewing Oz has sold almost 19-million copies. Only the youngest of the current generation are likely to have never seen the film and they are certainly far too young to be considered consumers.

While the new release does promise more than 4-hours of 'new' material, the timing of this release is more about the viewing experience - even for those who've seen the film countless times before. Ronnee Sass, Vice-President, Publicity and Promotion for Warner Home Video explains.

"No time was better than now for Warner Home Video to bring this cinematic treasure into the digital age. Honoring the seven decade anniversary of arguably one of the most famous films of all time, the September Blu-ray release makes **Oz** come alive as never before and the colorful characters and unforgettable songs will stun even those who have seen and loved **The Wizard of Oz** many times over," Sass told **BALLOONING**.

Few who have seen the movie can forget the final scene where the newly exposed Wizard floats gently away in a (gas) balloon after slipping its tethers, leaving poor Dorothy to rely on the magic of her ruby slippers to return home to Kansas. Thus the use of a balloon (hot air) as a promotional tool should come as little surprise.

Tim Courson, President of THC Associates, a Washington DC based marketing firm, had been in discussions with Warner Home Video about other project concepts when The Wizard of Oz 70th anniversary topic came up. With a balloon as an integral part of the story of trying to get Dorothy home, Sass felt a balloon tour was a perfect fit and Courson, who has used balloons in marketing programs before, agreed.



"With the growing emphasis of marketing and promotion flocking to the internet and new digital media it is even more important than ever to have a product or message stand out through direct experience marketing. This is what makes a hot air balloon promotion so valuable. We combine the direct experience excitement of the balloon with the new digital media and get the best of both worlds."

"There is no doubt this beautiful balloon will attract tremendous attention with the media, parents and most of all children while on its national tour," Courson told **BALLOONING**.

The Emerald City balloon made its debut in Kansas City (Dorothy's home state) before embarking on its L.A. to New York tour. Remember, the new 70th Anniversary Wizard of Oz Ultimate Collectible Edition Blu-ray and DVD will be in a store near you on September 29th.

Want to follow the Emerald City Wizard of Oz balloon? Simply become a fan of Warner Brothers Entertainment on Facebook at [www.facebook.com/warnerbrosent](http://www.facebook.com/warnerbrosent), join them on Twitter at [http://twitter.com/Warner\\_bros](http://twitter.com/Warner_bros) or well, just go outside and look up, somewhere over the rainbow!



## THERE'S NO PLACE LIKE HOME!

The new Warner Home Video Wizard of Oz 70th Anniversary Ultimate Collector's Edition promises nearly 4 hours of new materials and beautiful collectibles, including:

- The Dreamer of Oz, in its long-awaited home video debut. This also-remastered full-length motion picture (an NBC-TV special event in 1990) thrilled critics and audiences as it told the back story of author L. Frank Baum, "The Royal Historian of Oz." John Ritter shines in the title role -- the man who defied all odds to create the famous characters and stories.

- Victor Fleming, Master Craftsman, a new documentary about the Hollywood director who -- in the same year -- miraculously brought both Oz and Gone With the Wind to the screen.

- Follow The Yellow Brick Road, a new featurette that stars seven of the original "Munchkins of Oz" and tells the saga of the long journey, culminating in receiving their own 2007 Star on the Hollywood Walk of Fame.

- The Magic Cloak of Oz, the first release of the complete 1914 silent film, including lost footage never before included in a home video presentation of this feature, which was produced by Baum himself.

- The Patchwork Girl of Oz, another 1914 Baum-produced, feature-length silent film -- new to Warner Home Video.

- The Land of Oz, a highly collectible two-reel short dates back to 1932 and features Hollywood professional children of that era in a new Ozian adventure.

- The Wizard of Oz Sing-Along Track, making its home entertainment debut.

- Reproductions of Archival Material. Extraordinary renderings of the original 1939 Oz campaign, exploitation, and press books.

Coffee-table Book, a 52-page miniature book, assembled by pre-eminent Oz historian John Fricke. This encompasses much previously unpublished material, including behind-the-scenes Oz photographs, studio memos, and script pages for abandoned scenes and musical numbers.

Exclusive Wizard of Oz Watch. Collectible and numbered 70th Anniversary watch, incorporating art from the film and enhanced by Swarovski crystals (??). Available nowhere else, this beautiful timepiece was created specially for this DVD edition.

