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Pitch: On October 27 and 28 Kennesaw State University will host their annual Halloween hot air balloon festival at Fifth Third Stadium in Kennesaw, GA. The event will feature a costume contest, vendors and hot air balloons.

Background: For the last five years, Kennesaw State University has put on a Halloween hot air balloon festival for the university and the community. The event draws people from all around the area and has activities for the whole family.

Facts:

- Gates will open at Fifth Third Stadium at 6 p.m. on Friday, October 27 and at 4 p.m. on Saturday, October 28. The festival will last until 11 p.m. both nights.
- Hot air balloons will be inflated at all three stages weather permitting.
- Vendors will be positioned throughout the festival and will be handing out candy to trick-or-treaters.
- Guests will be encouraged to participate in the costume showdown presented by Cobb Travel and Tourism. Guests will be able to submit a photo of their costume with the hashtag #oow17 via Instagram or Twitter. Categories for the costume contest are 1st, 2nd, 3rd and Best Kids' costume. Winners will be announced by Cobb Travel and Tourism on Monday, October 30.

Social Media:

Twitter: @OWLOWEEN

Instagram: @owloween

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