

# novia / press release



For Immediate Release

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## **Novia Financial, Visit Bath and Bath Balloons team up for Balloon launch**

Novia Financial and Visit Bath are delighted to have teamed up with Bath Balloons to launch a new luxury balloon to fly the skies of the city and its surrounds. Operated by Bath Balloons, this new Novia Financial Visit Bath craft (G-NFVB) is scheduled for its inaugural flight in August, with the launch taking place outside the iconic Royal Crescent hotel. The balloon will operate for the remainder of the 2017 flight season up to 2020, which includes participation in the Bristol International Balloon fiesta (the largest event of its kind in Europe) and the 2017 Bath Christmas Market.

Bath Balloons have been flying from Royal Victoria park since 1988 and work alongside Bristol Balloons as a part of Ballooning Network Ltd. Which is Civil Aviation Authority (CAA) approved and said to have an excellent safety record, with a strong reputation for quality of service. It is also a member of the BABO (The British Association of Balloon Operators)

Leslie Redwood, Head of Business Development and Partnerships at Visit Bath commented: "We are delighted to work with our esteemed partners Novia Financial and Bath Balloons on this exciting new initiative for Bath and region. This hot air balloon is an icon for the city – a stunning physical representation of the power and synergies created by strong organisations co-operating and working together for the benefit of our beautiful city and surrounds – Visit Bath are honoured to support Novia Financial and Bath Balloons as we all continue to all do great things in and around our stunning World Heritage Site City of Bath and area, for the benefit of Visitors, Residents and Businesses alike."

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Bill Vasilieff, CEO at Novia Financial said: "We are absolutely thrilled in to be partnering with Bath Balloons and Visit Bath by supporting local initiatives in this very exciting new venture. Ballooning provides a unique opportunity to view the surrounding area from a totally different perspective and with launches planned across the stunning countryside over the magnificent Georgian city of Bath, we are very much looking forward to *getting off the ground.*"

Nic Amor, Managing Director of Bath Balloons (and pilot) noted: "Bath Balloons are very pleased to be involved in this new and exciting collaborative venture with Novia Financial and Visit Bath. The pilots and crews are looking forward to making 'Victor Bravo' a regular feature ascending serenely over the Bath skyline and soaring further afield, delivering a classic ballooning experience and promoting our wonderful balloon sponsors."

If you see G-NFVB over the Bath sky line do post to Twitter with #NFVBballoon - we would love to share your photo!

## **For further information, please contact:**

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