



**ExxonMobil Albuquerque International Balloon Fiesta® welcomes Duke City Redi-Mix as
Special Shape Rodeo official sponsor**

Celebrating Redi-Mix's second year flying their 'Sir Mix-A-Lot' balloon

FOR IMMEDIATE RELEASE

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ALBUQUERQUE, N.M. — The 2025 ExxonMobil Albuquerque International Balloon Fiesta, set to launch Oct. 4-12, 2025, welcomes Duke City Redi-Mix as the official sponsor of the Special Shape Rodeo.

Duke City Redi-Mix is a trusted supplier of high-quality concrete and aggregate across the Land of Enchantment. It has several plants throughout the state, servicing as far south as Socorro to as far north as Chama, and from Laguna to Santa Rosa. It is a key employer throughout the state and an integral part of many of New Mexico's communities. Redi-Mix creates job opportunities, strengthens infrastructure and bolsters economic development.

"Our company is built on three core pillars: quality, service, and community. The inspiration for Sir Mix-A-Lot came from our desire to celebrate the very best of New Mexico," said Charity Marquez, chief administrative officer of Duke City Redi-Mix. "Balloon Fiesta is one of those iconic events that captures the spirit of our state, and through our balloon, we hope to bring a sense of joy and wonder to the people who call it home."

2025 marks the second year Duke City Redi-Mix is partnering with Balloon Fiesta and flying Sir Mix-A-Lot, their concrete mixer truck hot air balloon. Sir Mix-A-Lot can be seen ascending the morning sky along with over 100 other special shapes Oct. 9-10 at 7 a.m.

"Our purpose is to create a positive impact. Not just for our customers and community, but for our employees as well," Marquez said. "Our hot air balloon is one more way we bring that to life. It gives our team a unique and fun way to be part of the Albuquerque International Balloon Fiesta, beyond the everyday. This balloon doesn't just represent our company; it belongs to all of us."

Each year, the Special Shape Rodeo features the ingenuity of balloon enthusiasts from across the country and around the world.

"Balloon Fiesta is proud to feature Sir-Mix-A-Lot for its second year and welcomes Duke City RediMix as the Special Shape Rodeo official sponsor," said Stephanie Prendergast, Balloon Fiesta sponsorship sales director. "Sir-Mix-A-Lot was such a crowd favorite last year, and we are excited to have him back this year."

The Special Shape Rodeo started in 1989 and has now become the most popular event at the annual Balloon Fiesta. From 28 shapes participating in the first event, the Special Shape Rodeo grew each year with 35 shapes in 1990, 45 shapes in 1991, 62 shapes from eight countries in 1992, and a whopping 108 in 1996 – the largest Special Shape Rodeo at the time. This year, Balloon Fiesta will feature 100 special-shaped balloons.

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About the Albuquerque International Balloon Fiesta, Inc.

The ExxonMobil Albuquerque International Balloon Fiesta is an annual festival of hot air balloons that takes place every October in Albuquerque, New Mexico, USA. It is the largest gathering of balloons and balloonists in the world. For details on events, schedule, entertainment and photographs, visit our website balloonfiesta.com and follow us on Twitter/X and Facebook @BalloonFiesta.