



GO RVING™

ExxonMobil Albuquerque International Balloon Fiesta® Welcomes Go RVing as Official RV Sponsor
Go RVing brings an expanded RV experience to the world's premier hot air ballooning event

FOR IMMEDIATE RELEASE

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ALBUQUERQUE, N.M. — Go RVing will return as the Official RV Sponsor of the ExxonMobil Albuquerque International Balloon Fiesta®, set to launch October 3-11, 2026, in Albuquerque, N.M. The sponsorship gives hundreds of thousands of Balloon Fiesta attendees the opportunity to see how an RV can provide a comfortable, flexible way to travel, explore, and spend time outdoors.

Attendees come to Balloon Fiesta to travel somewhere new, get outside, and share an experience of a lifetime with family and friends, which are shared values with the RV lifestyle. An RV can make it easier to explore beyond one destination, take an unplanned detour, stay longer, or have a comfortable place to return to at the end of the day. For people who have never considered RVing, Balloon Fiesta offers a chance to see how an RV can make the journey, and not just the destination, part of the trip.

Balloon Fiesta attendees are invited to Go RVing's expanded, interactive activation to tour three fully equipped RVs, participate in family-friendly games and photo opportunities, and enter a sweepstakes for a chance to win \$10,000, which could be used toward an RV purchase.

"There is a certain feeling of awe that Fiesta spectators feel when watching hundreds of balloons lift off at sunrise, and that same feeling can be felt the moment you step out of your RV and see what's waiting for you just beyond your door," shared Monika Geraci, Go RVing spokesperson. "Whether you're watching the balloons rise, hopping on a ride, or simply taking in the energy of the Fiesta with family and friends, an RV gives you the comfort and flexibility to experience it all at your own pace. You have a place to relax when you need a break, a home base for all the day's adventures, and the freedom to stay a little longer and see what's next."

Go RVing first partnered with Balloon Fiesta in 2016. Its 2026 return builds on the natural connection between RV travel, outdoor adventure, and the Balloon Fiesta experience. The partnership will showcase the RV lifestyle alongside Balloon Fiesta's signature events, from early-morning mass ascensions to evening balloon glows.

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About Go RVing:

Go RVing is the voice of the RV lifestyle, inspiring people to travel with comfort, flexibility, and freedom. Through storytelling, Go RVing shows how RV travel brings people closer to what matters – time in nature, connection with others, and the ability to explore on their own terms and in their own space. For more information visit GoRVing.com.

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, and entertainment, visit our website, BalloonFiesta.com and follow us on [Facebook](#), [Instagram](#), [Twitter/X](#), or [TikTok](#).