

Lift High the Cross Coming to Your Town

For more information, contact Karen Crowder at (310) 305-1090 or info@lhctc.org

For Immediate Release

America's only hot air balloon ministry, piloted by a Pastor and his family, is coming to your town.

The centerpiece of the Lift High the Cross (LHTC) ministry is a spectacular 8-story tall hot air balloon with two 40-foot tall cross logos on it. The crosses are the trademarked logo of the Lutheran Church-Missouri Synod (LCMS), based in St. Louis, Missouri.

The Rev. Jay Mason, an LCMS Pastor and 24-year veteran balloon pilot, flies the LHTC balloon. The balloon ministry "got off the ground" in March of 1998 and has been flying high ever since. His wife, Vicki, also a balloon pilot, and their 2 boys have toured through 42 states in the last seven years. The Masons are the only U.S. family doing this type of ministry. The ministry is currently booking for appearances into the year 2005.



Forty volunteer crew members from a local congregation will help with the balloon launches and the ministry. Pastor Mason says this is a wonderful way to send the Gospel message without wearing out your knuckles knocking on doors.

"Lift High the Cross is friendly, festive, and a non-threatening way of spreading the Gospel of Jesus Christ. People who see the balloon will see the cross and hopefully be reminded of what that cross means to them," Mason said.

Media invited to all events! Tethered rides for reporters and photographers available. Visit the LHTC website at <http://www.lhctc.org> for more information and the current schedule of appearances.
