H-E-B | Central Market Plano Balloon Festival Shares Four-Day Weekend Schedule

Daily schedule guides make it easy to plan balloon activities, live entertainment and family fun on September 17-20.



September 17 Schedule H-E-B | Central Market Plano Balloon Festival

PLANO, TX, UNITED STATES, September 17, 2026 /EINPresswire.com/ -- The balloons are arriving, the schedules are set and four days of festivities begin today as the H-E-B | Central Market Plano Balloon Festival returns to Red Tail Pavilion / Oak Point Park September 17-20.

To help guests make the most of festival weekend, the Plano Balloon Festival has released four daily schedule guides highlighting start times for hot air balloon activities, entertainment on the FOX4 Main Stage, RE/MAX of Texas Parachute Team exhibitions, the Laser Show, hands-on ballooning experiences and other scheduled activities throughout the four-day event.

The 2026 festival marks 47 years of ballooning in Plano and Collin County, bringing more than 40 colorful hot air balloons and special shapes together under this year's Shared Horizon theme.

"Festival weekend moves quickly, and we want our guests to be able to spend less time wondering what happens next and more time enjoying everything happening around them," said Jo Via, Executive Director of Plano Balloon Festival, Inc. "Whether you're joining us for an evening Balloon Glow, arriving early for a Morning Launch or spending the entire day exploring the festival, these daily schedules make it easy for families to plan the experience that's right for them."

THURSDAY: OPENING NIGHT UNDER THE BALLOONS
Festival gates open Thursday at 5 p.m., followed by the RE/MAX of Texas Parachute Team Exhibition at 6 p.m. Opening night brings together the Balloon Glow presented by BMW and the

Plano Symphony Orchestra Big Band Concert on the FOX4 Main Stage at 7:30 p.m., followed by the Laser Show at 9 p.m. The festival closes at 10 p.m.

FRIDAY: START THE WEEKEND WITH A GLOW
Friday festivities begin at 4 p.m. with an evening lineup featuring Midtown 10 on the FOX4 Main Stage, the RE/MAX of Texas Parachute Team Exhibition, the Balloon Glow presented by RE/MAX and the Laser Show. Midtown 10 performs throughout the evening, with the festival closing at 10 p.m.



Friday September 18 Schedule H-E-B | Central Market Plano Balloon Festival

SATURDAY: FROM SUNRISE TO LASER LIGHTS
Saturday is the festival's fullest day, beginning when gates open at 6 a.m. The morning features the 7 a.m. Balloon Launch* presented by H-E-B, followed by a full day of local performances on the FOX4 Main Stage, including the Plano Community Band, Children's Chorus of Collin County, Fusion Performance Company, and Shaolin Wu-Yi Institute. Saturday evening brings multiple performances by Ice House Band presented by Baylor Scott & White Heart Hospital, the RE/MAX of Texas Parachute Team Exhibition, the Balloon Glow presented by H-E-B | Central Market and the Laser Show before the festival closes at 10 p.m.

> “Whether you're joining us for a Balloon Glow, a Morning Launch or spending the day exploring the festival, these schedules make it easy for families to plan the experience that's right for them.”
>
> *Jo Via, Executive Director, Plano Balloon Festival, Inc.*

SUNDAY: ONE MORE MORNING UNDER A SHARED HORIZON
Early risers get one final opportunity to experience the launch field Sunday. Gates open at 6 a.m., followed by the 7 a.m. Balloon Launch* presented by Thomas J Henry. The four-day celebration concludes at 11 a.m.

STEP INSIDE A HOT AIR BALLOON
The daily schedules also feature the Cold Inflation Balloon Walk-Thru, a hands-on educational experience presented in partnership with Uplifting Adventures, a local hot air balloon company and FAA-certified repair center. Unlike a traditional inflation, the balloon envelope remains on the ground while filled with cold air, allowing guests to step inside the balloon itself, take photos and get an up-close look at its enormous scale and construction. Guests can learn about the fabric of the envelope, basket, burner system and other components

that make hot air balloon flight possible.

The experience was developed with Billy Broker, owner of Uplifting Adventures and a licensed commercial balloon pilot, who also pilots Excellence, the official City of Plano hot air balloon. The walk-through gives festivalgoers of all ages an unusual inside-out perspective on ballooning while fulfilling the festival's educational mission.

MORE THAN A SCHEDULE
Between scheduled events, guests can explore festival food and merchandise vendors, take a tethered hot air balloon ride, visit the Central Market Kids Fun Zone with inflatable and mechanical attractions, or stop by the free Kids Korner for hands-on arts and crafts.

Online pre-sale tickets allow guests to bypass the Ticket Sales Tent and proceed directly to a Festival Admission Gate. Tickets are also available at the festival.

*Hot air balloon launches, glows, displays and tethered rides are dependent upon weather and wind conditions. Balloon activities take place only during scheduled balloon activity periods when conditions allow.

For the complete entertainment schedule, balloon activity times, parking information and tickets, visit www.planoballoonfest.org.

ABOUT PLANO BALLOON FESTIVAL, INC.
Plano Balloon Festival, Inc. is a nonprofit 501(c)(3) organization dedicated to educating attendees about hot air ballooning and producing a high-quality, family-oriented community event. The Festival provides participating nonprofit organizations opportunities to raise funds and awareness of their programs and services and is funded in part by the City of Plano.



Saturday September 19 Schedule H-E-B | Central Market Plano Balloon Festival



Sunday September 20 Schedule H-E-B | Central Market Plano Balloon Festival

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