

# 'Balloon Boy' saga gives local biz lots of exposure

By Stephanie Hounsell  
CANADIAN CHAMPION STAFF

From the moment the world caught wind of Balloon Boy — the six-year-old believed to be floating inside a homemade inflatable contraption — people were captivated.

Milton's Mitch Belfry was no different, finding the whole situation two weeks ago rather amusing.

But his amusement quickly turned to amazement when he realized that news-hungry people were turning to his business website, [www.balloon-boys.com](http://www.balloon-boys.com), in hopes of gleaning information on the saga, which was later determined to be a hoax.

In one day, the site for his rooftop inflatable business, Balloon Boys, garnered almost 500 hits — a far cry from the usual 20 to 30 a day.

He put two and two together, and had a long laugh with his wife.

"We thought it was so funny," Belfry said.

Even as word spread that the incident was a fabrication, the words "Balloon Boy" continued to spread around the world, to Belfry's delight.

For the past week or so, the business owner has received quite a bit of attention; a story was written in a daily newspaper and he made a guest appearance on a popular talk radio station.

It's not as if people are making a mad dash to rent giant inflatable apes or hot air balloons for their rooftops, but Belfry said he's glad for the exposure — and the chuckle.

"I'll take my 15 minutes of fame," he said.

Stephanie Hounsell can be reached at [sthiesse@miltoncanadianchampion.com](mailto:sthiesse@miltoncanadianchampion.com).



GRAHAM PAINE / CANADIAN CHAMPION

**MILTON'S OWN 'BALLOON BOY':** Mitch Belfry has gotten a big kick out of all the attention his business has received since the 'Balloon Boy' story.

## Farewell, little BV

Residents of an older neighbourhood in town bid a heartfelt goodbye to a beloved interloper last week.

'BV' — a chukar partridge who got his name after being spotted wandering around the Bell Street and Vanier Drive area over the past several weeks — fell prey to a hawk.

Many Miltonians had grown fond of watching BV, and his presence sparked some major community feedback. Area resident Lynne Lockhurst e-mailed a photo of the bird to the *Champion* asking for it to be published in the hopes of identifying his species, and within a couple of days there were dozens of responses — all confirming that he was in fact a chukar.

His time here was all too short, but certainly sweet. Farewell, BV.



SEW MUCH MORE  
**FABRICLAND**  
...THAN A FABRIC STORE!

**FINAL WEEK!**

**BUY 1 AT OUR REG. PRICE GET 2 FREE**  
on selected merchandise

HERE'S HOW IT WORKS:  
Buy 1 full metre or unit of selected merchandise at Fabricland's regular price and get the next 2 metres or units **FREE!** Sale in effect Oct. 19-Nov. 03/09 on selected merchandise. Most items available in all stores. Look for the red sale tags. No special orders.

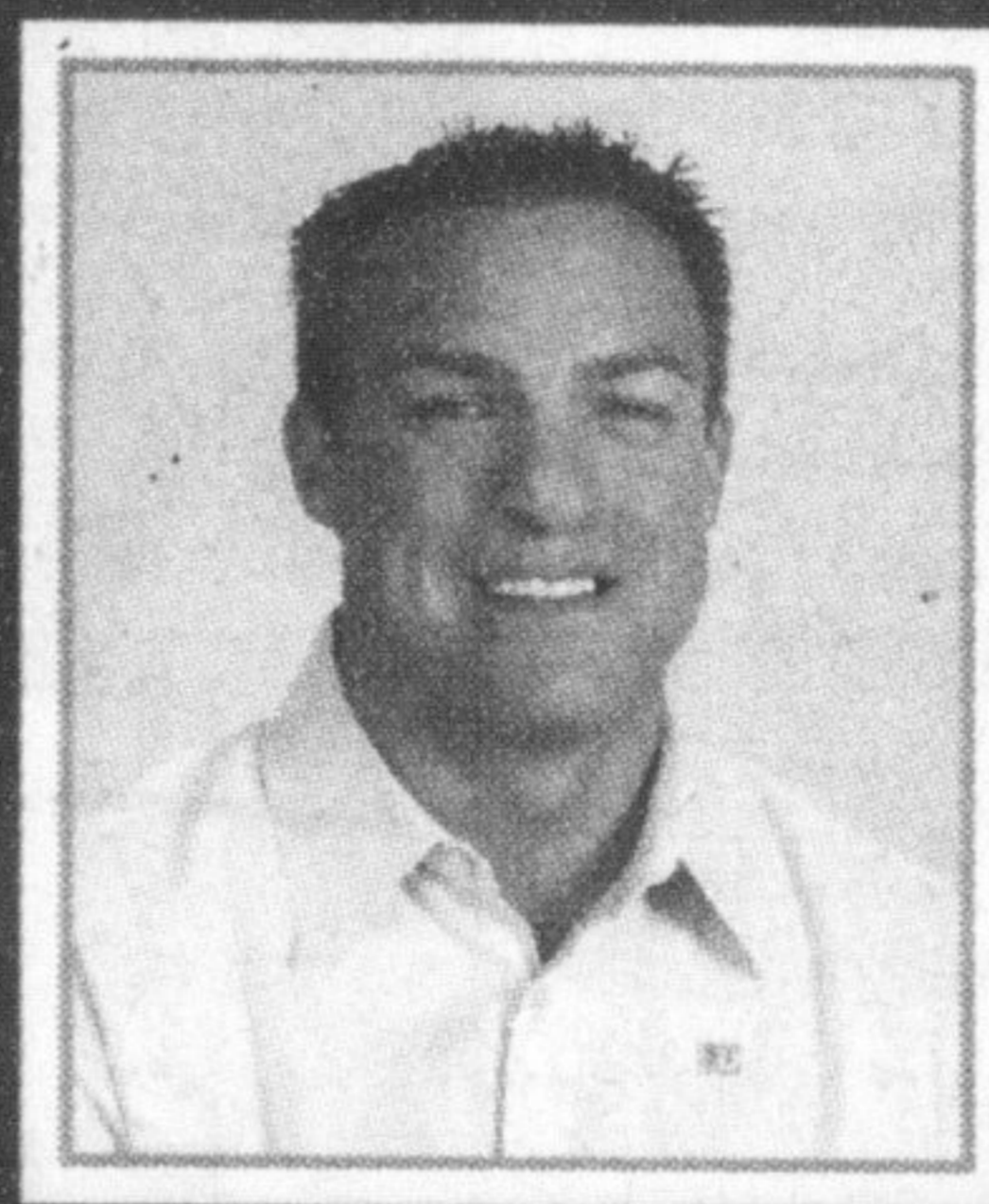
burda 7728

**547 Main St. E. MILTON 878-0931**

**PSSST! FURTHER REDUCTIONS ON SELECTED HALLOWEEN 'TIL OCTOBER 31**

## We Have the Right Mortgage For You!

For a consultation, pre-approval or information, please call:



**Darryl Finley**  
Mobile Mortgage Specialist

Tel: 1 905 691 7538  
Pager: 1 866 767 5446  
Fax: 1 888 268 6162  
Email: [darryl.finley@td.com](mailto:darryl.finley@td.com)

With TD Canada Trust's broad range of mortgage options, there's one that's perfect for you. As a mortgage professional, I can help you review your choices and select the mortgage that best suits your needs.

*If you are thinking of...*

- buying a home
- obtaining a Home Equity Line of Credit
- consolidating existing debts
- refinancing your mortgage
- making a major purchase or investment
- switching your mortgage from another financial institution

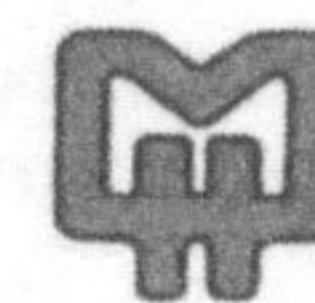
... call me for a private consultation. I will meet with you at the time and location of your choice. I'll show you how our great mortgage rates, flexible options and personal service will make your mortgage experience a comfortable one!

**YOUR ONE STOP MORTGAGE CONNECTION**

**TD Canada Trust**  
Mobile Mortgage Specialists



### NOTICE TO MILTON HYDRO CUSTOMERS



MILTON HYDRO WILL BE MOVING TO

**8069 LAWSON ROAD**

ON FRIDAY, OCTOBER 30, 2009.

TO FACILITATE THE MOVE, MILTON HYDRO'S OFFICES WILL BE **CLOSED ON FRIDAY, OCTOBER 30, 2009** AND WILL RE-OPEN AT ITS NEW OFFICE SITE ON **MONDAY, NOVEMBER 2, 2009** AT 8:30A.M.

PLEASE CALL **905-876-4611** TO REPORT ANY EMERGENCIES OR POWER OUTAGES.

WE LOOK FORWARD TO CONTINUING TO SERVE YOUR NEEDS FROM OUR NEW OFFICE SITE.

