

# The Gordon Bennett Cup

The Gordon Bennett Cup is the premier event of world balloon racing. Referred to as the “Blue Ribbon” of aeronautics, the world's oldest gas balloon race started in Paris, France, on September 30, 1906. Sponsored by James Gordon Bennett Jr., the millionaire sportsman and owner of the *New York Herald* newspaper, the contest's aim is simple: to fly the furthest distance from the launch site.

The Cup was interrupted by the World Wars and was only resurrected when Tom Heinsheimer, an atmospheric physicist and Aero Club of Southern California board of directors member, gained permission from the holders to host the contest in 1979.

