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www.wildhorseresort.com

News Release

For more information:

Charles Denight, 541-966-1973, charles.denight@wildhorseresort.com



Fireworks explode over Wildhorse in 2004.

NOTE: This is a low resolution image file. For a high resolution file suitable for printing, please reply to this email.

Hi...I am also attaching a Zambelli background document as a Word document. In addition to a lot more information on Zambelli Internationale, the document includes a history and glossary for fireworks. You might find it interesting for a sidebar. (Last 4 pages)

Matt Wood is preparing a "flash dance" presentation that will bedazzle area residents.

On March 18 the latest show choreographed by the theater major from Indiana State U will explode in the skies over eastern Oregon.

Wood, choreographer for one of America's largest fireworks companies, has been fastidiously designing the annual Wildhorse Resort & Casino anniversary fireworks show, the largest in eastern Oregon, which will begin firing rockets at 8 p.m., Sat., March 18 over the resort. The show, marking Wildhorse's 11th anniversary, is free and open to the public. Wildhorse will also distribute 1,500 free pairs of HoloSpecs, special hologram glasses that accentuate the color and spectacle of the fireworks for the viewer.

New to Wildhorse's annual show this year, says Wood, will be double crossing rings, hearts, both red and purple, and an hour glass with rings. He also includes big spinning wheels, a pyrotechnic display of giant blasting pinwheels close to the ground, which he said were very popular in the 60's and 70's but aren't seen as often any more. He said he includes them because he's been told the Wildhorse audience loves them.

Thanks to modern technology-the show from Zambelli Fireworks Internationale will use a CD in a computer to fire the rockets-the show will be finetuned to fire in time with a lively musical score. "I can time the rockets to fire within a tenth of a second," notes Wood, who works in Boca Raton, Florida for Zambelli's southern division. Once he's finished, he'll burn the show's time codes and musical score onto parallel tracks on a CD and send it off to a Zambelli team on the West Coast, which will stage the Wildhorse show.

He said that not only does the computer technology mean a finely tuned show-the music accompanying the show can be heard on KCUW FM, 101.1 by those who watch the show from their cars-but it's also safer. All the rockets are loaded in their tubes prior to the show and fired electronically by the computer, so there's no reloading during the show or hand firing.

Wood, who says he wanted to work in the fireworks business since he was a kid-"my father was really into fireworks"-fills a variety of roles in his dream career, including designing the shows. Zambelli creates some of the most famous in America, including the Kentucky Derby's "Thunder Over Louisville", the largest continuous fireworks show in the world, and the annual July 3 show over Mt. Rushmore, a CNN favorite that kicks off the Fourth of July fireworks shows, Zambelli's busiest one-day period of the year.

According to Wood he took his theater major and flexibly turned it into his career in fireworks. "It's a hard field to get into fulltime," he said. "I wouldn't give it up for anything."

Wildhorse Resort & Casino is the Pacific Northwest's highest paying casino, with a record \$9.3 million slot jackpot. The Resort includes a 24-hour casino, hotel, RV Park, 18-hole golf course and Tribal museum. It is located just minutes off I-84 at Exit 216, four miles east of Pendleton. For more information: 1-800-654-9453 or www.wildhorseresort.com . Wildhorse is owned and operated by the Confederated Tribes of the Umatilla Indian Reservation.

In Brief

What: Wildhorse Resort & Casino 11th Anniversary Fireworks show, eastern Oregon's largest annual fireworks show.

When: 8 p.m., Saturday, March 18

Where: Wildhorse Resort & Casino, located just off I-84 at exit 216, five miles east of Pendleton

Cost: Free

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Note: If you would like not to receive emailed news releases on Wildhorse Resort & Casino events and activities please reply to this email and put UNSUBSCRIBE in the Subject area.



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When: 8 p.m., Saturday, March 18

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Cost: Free

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CONTACT

Marcy Zambelli

(561) 395-0955 or

(800) 860-0955

ZAMBELLI INTERNATIONALE FACT SHEET

PRODUCES:	Outdoor fireworks displays, indoor pyrotechnics and special stage effects
INDUSTRY RANK:	Oldest and largest American fireworks company
NUMBER OF ANNUAL FOURTH OF JULY DISPLAYS:	1,800, using more than 2 Million shells
TOTAL NUMBER OF ANNUAL DISPLAYS:	More than 3,500
OTHER MARKETS:	Europe, Asia, Africa, Australia and the Americas
YEAR FOUNDED:	1893
FOUNDER:	Antonio Zambelli
PIONEER:	George R. Zambelli, Sr.

“King of Fireworks”

CORPORATE HEADQUARTERS:

P.O. Box 1463
New Castle, Pennsylvania 16103
(724) 658-6611, (800) 245-0397
Fax (724) 658-8318
Website: www.zambellifireworks.com
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REGIONAL HEADQUARTERS:

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1 West Camino Real Blvd. #100
Boca Raton, FL 33432
(561) 395-0955
(800) 860-0955
(561) 395-1799 Fax

Western Region
P.O. Box 986
Shafter, California 93263
(661) 746-2842
(800) 322-7142
(661) 746-2844 Fax

RECENTLY PUBLISHED BOOK:

Zambelli
The First Family of Fireworks
A Story of Global Success
By: Gianni DeVincent Hayes, Ph.D
Paul S. Eriksson, *Publisher*

FOR MORE INFORMATION:

Marcy Zambelli
(561) 395-0955
(800) 860-0955

Zambelli Fireworks, a Brief History

There's a reason why the Zambelli name has become known as the "First Family of Fireworks," Zambelli is now--and will continue to be--one of the oldest and largest American fireworks companies. Today, the family name has never meant more as the Zambelli family goes on with the show, keeping an eye on their legacy and a re-enforcing their solid future.

The Zambelli family of relatives and the Zambelli family of employees is steadfast in its mission to deliver tradition with innovation. The family name is synonymous with quality and creativity and the company stands ready to continue its history of setting the standards in the fireworks industry. The year-round professional staff of highly experienced technicians, designers, office staff and administrators are here and will continue to be here to assist and guide the development and implementation specific to specific firework's events

The dreams, dedication and precision infused into the business in 1893 by Antonio Zambelli and passed to the late George Zambelli, Sr. are now evident in the

accomplishments of the fourth generation of Zambellis building on their family tradition every day.

Founded in 1893 by Antonio Zambelli, an Italian immigrant, Zambelli Internationale was one of the first fireworks companies in the United States. The family's secret fireworks recipes, written in a little black book that Antonio carried across the Atlantic, are still stored in a safe at the company's corporate headquarters.

Antonio Zambelli chose New Castle, Pennsylvania, to establish the fireworks company because its climate was similar to the region around Naples, where he was raised. Other Italians followed Zambelli's lead and in the early 1900s, New Castle's seven fireworks firms were producing 25 percent of the nation's fireworks. However, the majority of the other firms eventually closed.

The Zambelli company pioneered many of the features now seen regularly at Fourth of July fireworks displays. They are one of the first to use electronic firings, synchronization of fireworks with music, blazing displays of emblems and corporate logos, and exciting laser-light shows.

Roy Disney was quoted as saying that his Uncle Walt learned about fireworks from the Zambellis. The relationship with the Disney organization today is as strong as

ever with Zambelli producing many spectacular displays for them throughout the United States.

Zambelli Internationale has received a Congressional citation for excellence, and even made the Guinness Book of World Records for launching fireworks at the highest altitude, off Pittsburgh's U.S. Steel Building.

Zambelli Today

Today, Zambelli's wife, Connie, all of his five children, George R. Zambelli Jr., M.D., Dr. Donnalou Zambelli, Marcy Zambelli, Annlyn Zambelli, Danabeth Zambelli, and son-in-law, Michael Richards, are involved with the company, which has regional offices in South Florida and California.

For George Zambelli Sr., fireworks were a deeply satisfying family tradition. He would always say, "I'm in the fireworks business to give joy,". "It doesn't matter whether someone is rich and extravagant or on a limited budget. My reward is seeing the surprised faces and hearing all the ooohs and aaahs of awed spectators." George's family is continuing the family tradition of "Lighting up the skies" - - "Zambelli Style!"

An autobiography written about the Zambelli Family was recently released by Paul Ericksson, Inc. Publishing entitled, "Zambelli: The First Family of Fireworks." The book is available on Amazon.com and Barnes and Noble.com.

A BRIEF HISTORY OF FIREWORKS

Although Zambelli Internationale was founded more than 100 years ago, we are quick to point out that the history of fireworks goes back just a bit further. And while the Hindus and the Greeks have claimed credit for its invention, most historians agree it was the Chinese who made the first primitive fireworks 2,000 years ago.

By packing saltpeter, sulfur and charcoal into bamboo tubes, the first Chinese masters of pyrotechnics were able to produce various loud noises. Since their audiences were convinced that these “booms” drove away evil spirits, the Chinese began using fireworks for weddings, birthdays, deaths and other important Family and ceremonial occasions.

In the 1300s -- about the same time as Western Europe discovered gunpowder, the Italian explorer Marco Polo traveled to China. Among his many marvelous discoveries was the use of fireworks. In his journal, he wrote with a touch of exaggeration, that a fireworks display made “such a dreadful noise that it can be heard for 10 miles at night and anyone who is not used to it could easily go into a swoon and even die.”

Marco Polo brought fireworks back to Italy, which became the leading European center for the new art. In the 1600s, the city-state of Bologna, in particular, was noted as the home for Europe’s most creative fireworks developers.

Explosive pyrotechnics were supported by churchmen and kings, and became a

vivid part of royal celebrations. In England, Queen Elizabeth I, loved the displays so much, she appointed a “royal firemaster,” and King James II knighted his firemaster after a particularly extravagant display. In 1749 composer George Handel composed one of his most celebrated suites, “Music for the Royal Fireworks,” to accompany a fireworks celebration of the Peace of Aix-la-Chapelle.

King Louis XIV of France entertained his court with fireworks displays at Versailles that sometimes lasted for four or five nights. A century later, Napoleon enjoyed extravaganza fireworks shows to celebrate his victories.

In America, after the Continental Congress decided on July 2, 1776, to break the colonies’ ties with England, John Adams, the Boston patriot, felt that fireworks, which he called “illuminations,” would be an excellent way to celebrate independence.

Writing to his wife Abigail on July 3, Adams said, “I am apt to believe that it will be celebrated by succeeding generations as the great Anniversary Festival. It ought to be solemnized with pomp and parade, with shows, games, sports, bells, guns, bonfires and illuminations from one end of the continent to the other, from this time forward and forevermore.”

True to the wishes of Mr. Adams, Zambelli Internationale is doing its part to ensure that July 4th celebrations -- as well as presidential inaugurations, World Fairs, Super Bowls, papal visits and thousands of other festivities -- continue to “illuminate” the world in a most spectacular manner.

GEORGE R. ZAMBELLI, SR.

**PRESIDENT AND CEO,
PIONEER OF
ZAMBELLI FIREWORKS INTERNATIONALE**

Known as “Mr. Fireworks,” George R. Zambelli, Sr. served as president and CEO of Zambelli Internationale fireworks Manufacturing Company until his death on December 25, 2003.

Born in New Castle, Pa. In 1924, Zambelli was one of seven children. His father Antonio immigrated to the United States from Italy in 1893 to found the family-run company.

At age 7, George Zambelli went to work rolling firecracker tubes, and at age 16 became a fireworks “shooter,” setting off pyrotechnic displays. Zambelli went off to college and received a degree in accounting from Duquesne University in Pittsburgh.

Mr. Zambelli, noted for his love of life, returned to work for Zambelli Internationale and took over the company in 1957 and succeeded in his dream of creating the most renowned fireworks company in the world. Mr. Zambelli traveled the globe meeting dignitaries such as Pope John Paul II, former President George Bush Sr. and his son President George W. Bush, Saudi Arabian Prince Bin sultan Bin Abdulaziz as well as numerous other royalty and heads of state.

The family will continue to run the business as a team, honoring the memory of their father with each and every show they display. During his life, Zambelli was devoted to his wife Constance, to whom he was married for 60 years and his five children, which now run the family business. Marcy Zambelli and Danabeth Zambelli are based out of the Southern Region office in Boca Raton, Fla. Annlyn Zambelli and husband Michael Richards work at the corporate headquarters in New Castle, PA along with Donnalou Zambelli D.D.S. and George R. Zambelli Jr., M.D.

Some of the many awards of distinction Mr. Zambelli received include:
Silver Buffalo Award- Boy Scouts of America

“Man of the Year“- Boys Towns of Italy

Hall of Fame- International Festivals & Events Association/Miller Brewing Company

Businessman of the Year- Society of America Italian Heritage
“Dedication to Excellence and Immeasurable Contributions”- International Festivals
Association
Congressional Honor- United States of America
Co-chairman- Boy Scouts of America
Industrialist of the Year- Italian Tribune News
Award of Acclaim- ProFootball Hall of Fame

On New Years Day, 2004 hours after his funeral, George Zambelli, Sr. was honored with a spectacular fireworks display over his beloved hometown of New Castle, Pa. The Zambelli's, doing what they do best, went to work for perhaps their most demanding client. The tribute was both a salute to American cultural life as well as homage to Zambelli's life which was lived each day heralding one particular proverb which he kept in his wallet, *“I expect to pass through this world but once. Any good, therefore, that I can do or any kindness that I can show to any fellow creature, let me do it now. Let me not defer it or neglect it for I shall not pass this way again.”*

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AMERICA'S 'FIRST FAMILY OF FIREWORKS'

MAKES JULY 4TH A SPECTACULAR OCCASION

On the July 4th each year, Zambelli Fireworks lights up the night in skies over major metropolitan areas and small towns with spectacular pyrotechnics that thrill millions of observers.

For more than 100 years, the Zambelli Internationale Fireworks Manufacturing Company has been producing July 4th exhibitions, along with displays celebrating the new millennium, presidential inaugurations, Super Bowls, The Kentucky Derby, troop parades, world fairs and corporate events.

Today, Zambelli fireworks is running strong under the leadership of the five Zambelli children who are upholding the traditions built by their grandfather and of course by their father, George “Boom Boom” Zambelli.

During his lifetime, the late Zambelli, the Honorary President of the Zambelli Fireworks organization, stated, “I try to treat people, to free them of daily worries, through noise, bright colors, special effects and style.” This legacy is the now the daily practice of the five Zambelli children who continue to run one of America’s oldest and largest fireworks company.

The Zambellis maintain their reputation as the best in the business through a mix of family tradition and constant innovation. Whether it is a huge extravaganza or a small celebration, each show is performed with the finest craftsmanship to be enjoyed by all. Every Fourth of July Zambelli coordinates more than 1,800 different fireworks displays involving some 1 million projectiles, or shells. Many shows are computer choreographed multi-sensory displays including music and laser lights.

In 1893 Antonio Zambelli brought his pyrotechnic dream to New Castle, Pennsylvania (in the Pittsburgh area) from Cassarta, Italy. As he crossed the Atlantic, Zambelli carried with him the family's secret fireworks recipes, written in a little black book that is still stored in a safe in the corporate headquarters. Antonio Zambelli chose New Castle, Pennsylvania, to establish the company because its climate was similar to the region around Naples, where he was raised. Other Italians followed Zambelli's lead and in the early 1900s, New Castle's seven fireworks firms were producing 25 percent of the nation's fireworks. However, the majority of the other firms eventually closed.

Antonio's son George started work at the fireworks plant at age 7. After earning a degree in accounting from Duquesne University in Pittsburgh, George Zambelli joined the company full-time, becoming president and general manager in 1957. Zambelli pioneered many of the features now seen regularly at Fourth of July fireworks displays. His company was one of the first to use electronic firings, synchronization of fireworks with music, blazing displays of emblems and corporate logos, and exciting laser-light shows.

Now with 100-plus years of experience, the Zambellis continue their tradition as the “First Family of Fireworks” with thousands of employees who delight many millions of spectators each year with over 3500 total displays. Zambelli’s master pyrotechnicians’ many unique designs include “The Great Seal,” which covers 3,200 square feet and hangs in the dark night, lighted by 5,200 colored flares, and “Zambelli Space Wars 2001,” which requires up to three hours to fire and produces bright neon painting against a black sky.

While Zambelli company is known for his much anticipated yearly Fourth of July displays, their magnificent shows have been heralded at displays such as: The Desert Storm National Victory Celebration, Thunder Over Louisville, Statue of Liberty Celebration, Fair in St. Louis, Mt. Rushmore Celebration, 300th Anniversary of Yale University, Marshall Field’s Target Fireworks, Super Target- Aquatennial Fireworks Chesapeake Jubilee, Ford’s 100th Anniversary, Knotts Berry Farm Park as well as sports celebrations at Major League Football, Major League Baseball, National League Hockey, and Professional Soccer.

One of the most industrious shows Zambelli Fireworks displayed was on the evening of January 1, 2000 in Pittsburgh, PA. From 11 downtown locations, including the rooftops of four of the city’s tallest skyscrapers, the Smithfield Bridge and six barges, an awe-inspiring show was the largest New Years Day fireworks display in the world.

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Zambelli Internationale has received a Congressional citation for excellence, and even made the Guinness Book of World Records for launching fireworks at the highest altitude, off Pittsburgh's U.S. Steel Building.

Zambelli Internationale produces "Thunder over Louisville," the largest pyrotechnic display in the United States, each year at the beginning of Kentucky Derby Week. But George Zambelli's personal favorite display was the Statue of Liberty Anniversary Celebration on July 4, 1986, when his company set off about 26,400 shells in New York City's harbor, lighting the entire Manhattan skyline.

Following a Zambelli display at the Chesapeake Jubilee, Chesapeake, Virginia, the festival's special events director wrote, "The Show was awesome. The constant bursts of color, in the sky, were seen throughout the city, not to mention as far as the mainland and beyond."

Today, Zambelli's wife, Constance, along with their five children and a son-in-law are keeping the legacy going strong from the corporate headquarters and regional offices in South Florida and California. Zambelli Internationale has about 50 year-round employees, but hires hundreds of other workers for the Fourth of July season, which makes up about two-thirds of the firm's annual business.

About Zambelli Fireworks Internationale:

Proudly known as the "First Family of Fireworks," Zambelli is one of the oldest and largest American fireworks companies. Today, the family name is synonymous with quality, creativity and safety. The magic of Zambelli pyrotechnics has been televised around the world, on "MSNBC Investigates", the Odyssey Network, the Discovery Channel, The Learning Channel and the British Broadcasting Company.

ZAMBELLI CHOREOGRAPHS MAGIC IN THE SKY

To watch a fireworks display you might never guess how much work goes into the making of the magic.

Zambelli Fireworks has set the standard over the years for developing new innovations for the theatrical displays of computerized musically-choreographed sound and light shows.

Choreographed to a full scale musical score, at the display site Zambelli technicians position mortars for firing from a schematic which designs how the show will be displayed for electronic firing.

Based on a script shells and their corresponding mortars (long tubes made of cardboard, fiberglass, plastic or metal from which shells are launched,) are numbered for their firing sequence.

Shells must be placed in the proper mortar in order for pressure to build up and catapult them into the air. Therefore, the diameter of the shell must match the diameter of the mortar.

After the shell is lowered into the mortar, a “squib” (an electrical match) is bridged into the firing slat so that the electrical current will charge through the wires to ignite the shell when the operator flips the switch at the firing panel or control box via laptop computer.

Many multi-sensory shows not only include aerial shells, but also ground pieces and low-level effects as well. So, in addition to setting up shells and their racks or mortar boxes, the crew must also assemble set or stationary pieces on scaffolding anchored into the ground.

The shooting of a show is complex and begins days in advance. In musically choreographed extravaganza ground and aerial displays are precisely timed and electronically executed via computer, not by hand.

When a client calls for wanting a multi-sensory choreographed display, a proposal charts the entire show complete with suggested songs and designs.

This type of computer choreography is accomplished with unparalleled success by Zambelli Fireworks under the guidance of Michael Richards, Chief Operating Officer and husband of Annlyn Zambelli.

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(800) 860-0955

A GLOSSARY OF FIREWORKS TERMS

The words used by pyrotechnicians to describe the details of their craft are nearly as colorful as the displays themselves. Here's a sampling of frequently used fireworks terms:

OUTDOOR EFFECTS:

Battle in the Clouds. A number of salutes time to explode in series, sounding like a fusillade of musketry.

Chrysanthemums. Stars that burst from a central core with trails.

Diadems. Ejected cardboard-like strips or disks that flicker brightly as they fall in a cluster.

Hummers. Small tube that spins and creates a screaming or humming sound.

Patterns. Configurations of stars that explode to create a desired shape, such as 5-pointed stars and hearts.

Peonies. Stars that burst from a central core without trails.

Salutes. These are the concussive "booms" that end most shows.

Set Pieces. A wooden framework set on the ground and studded with lances that, when ignited, outline a portrait or picture in colored fire.

Strobes. Clusters of flashing silvery lights that appear to float slowly to the ground.

Tourbillons. An ignited shell that spins like a top when it rises.

Weeping Willows. Star colors burn an amber hue as they fall, outlining the drooping branches of the willow.

Whistles. Noise-making tubes that dart across the sky, giving off shrieks as the shell bursts.

GENERAL:

Black Powder. A ground-up mixture of potassium nitrate, sulfur and charcoal used as both a propellant and a bursting charge.

Colors. Six basic colors are used: white, yellow, red, green, blue and orange or amber.

Fuse. A string of woven threads containing gunpowder that ignites the charges at the base of the shell.

Mortars. Launching tubes made of heavy cardboard or metal sunk into the ground or mounted in racks.

Parachutes. Used to suspend various effects, including flares, colored chains or illuminated flags.

Shells. Projectiles used to carry the fireworks aloft, weighing between one and 60 Pounds.

Stars. The chemical pellets of varying sizes packaged in a shell that provide patterns and effects.

INDOOR PYROTECHNIC EFFECTS:

Airburst. Miniature version of “Fourth of July” aerial burst up to 30’ in diameter.

Coliseum Pot. Brilliant flash of white light 1’ to 3’ high.

Concussion Mortar. Cannonlike-effect with bright flash of light.

Fast Sparkle Pot. Brilliant silver sparkling “bush” shaped effect up to 12’ high.

Flame Projector. Intense white, yellow, green or red flame up to 15’ high.

Fountain Gerb. Sparkling silver or gold “bush” shaped effect up to 20’ high.

Glitter Mine. Discharges a brilliant stream of bright gold sparkles 20’ to 80’ high.

Grid Pocket. Rocket effect that travels along an aircraft cable up to 80’.

Puff Pot. Brilliant flash of light with a ring of white smoke.

Slow Sparkle Pot. Vertical fountain of silver cascading sparkles.

Smoke. Various colored smoke compositions of varying types and durations.

Spinner Gerb. Spinning discharge of silver sparkles up to 40’ in diameter.

Waterfall Gerb. Dazzling cascade of silver sparkles suspended overhead up to 40’ wide.

FUN FIREWORKS FACTS

By: Zambelli Fireworks International

Q: Why do you see the explosion before hearing it?

A: Sound travels at 742 miles per hour, but light travels 670,616,625.6 miles per hour.

Q: How are the colors made?

A: Master pyrotechnicians build shells with bright burning metallic salts, which may be intensified by adding chlorine compounds. The salts are tightly packed into balls called stars, and placed inside the shell. The colors are: green / Barium Nitrate; blue / Copper Salts and Chlorine; red / Strontium Nitrate; amber & orange / Charcoal & Carbon; white / Magnesium & Aluminum; and yellow / Sodium Salts.

Q: How are the booms, bangs, hums and whistles made?

A: Salutes, made with titanium, produce the concussion booms at the end of a show. Smaller salutes made of flash powder or a titanium mixture produce a flash and bang. Whistles are tubes that fly across the sky making shrieks and whistles. Hammers spin and scream.

Q: How big are the shells and how high so they go?

A: Three inches to twelve inches diameter, or the size of a tennis ball to a basketball. They weigh from six ounces to twelve pounds and fly as high as 100 to 1,500 feet.

Q: What is the most popular shell design?

A: Chrysanthemums & Peonies are popular. Weeping Willows have extra charcoal and burn an amber color, with a long lasting descent. Strobes are clusters of flashing silvery lights that drift slowly to the ground.

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