

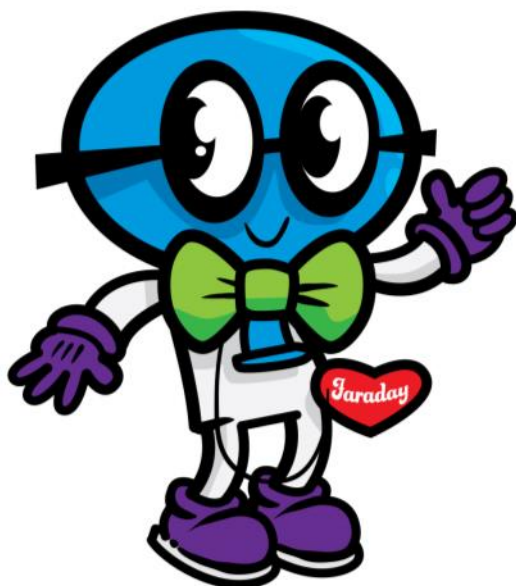


## September is International Balloon Month!

Faraday and The Balloon Council (TBC) invite all  
Retailers and Distributors to participate in the:

### 2017 #LiftUpSomebody Campaign & Contest

The #LiftUpSomebody Campaign is an annual effort to celebrate our Love of balloons, promote **Smart Balloon Practices** and use balloons to “lift up” someone in your local community.



#### THE CONTEST

Winners will be selected from these categories:

- Best Community Outreach
- Most Creative  
**#LiftUpSomebody** Display promoting International Balloon Month
- Best Faraday's Smart Balloon Tips Display

#### THE CAMPAIGN

Get Involved and make a difference in your community!

1. Register your organization through this link: <http://bit.ly/liftupsomebody> or send e-mail to [BeBalloonSmart@gmail.com](mailto:BeBalloonSmart@gmail.com)
2. TBC will mail a free #LiftUpSomebody Campaign Kit: 25 Special Foil Balloons, 25 Colorful Weights, 25 Faraday's Smart Balloon Tips cards.
3. Select the person or organization you want to “lift up” and deliver the balloons between Aug. 1 - Sept. 30, 2017.
4. Take a photo of your “lift up” effort and post with the hashtag: **#LiftUpSomebody** to your Facebook/Instagram and the Balloons Lift Up pages.
5. Encourage your customers and staff to participate in the **#LiftUpSomebody** campaign, share photos and Smart Balloon Practices.

#### THE PRIZE: Industry & Local Recognition

We have partnered with *Party & Paper Retailer Magazine* to include winners/photos in an upcoming issue. Photos will be posted on the Balloons Lift Up and TBC websites and social media pages. A local press release will also be issued.

**Party & Paper**  
RETAILER

Questions? visit: [www.BalloonsLiftUp.com](http://www.BalloonsLiftUp.com) or e-mail: [BeBalloonSmart@gmail.com](mailto:BeBalloonSmart@gmail.com)