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For Immediate Release

Use balloons to #LiftUpSomebody this fall during International Balloon Month

Trenton, N.J. (August 1, 2017) – Spread smiles and goodwill this Fall by taking the **#LiftUpSomebody** challenge during International Balloon Month this September.

The Balloon Council sponsors the #LiftUpSomebody campaign to inspire people to use balloons to lift up someone in their community who could use a smile or a special “thank you.” Then, people are asked to spread the joy by posting a photo of person receiving the balloons on the *BalloonsLiftUp* social media sites.

Prizes will be awarded for the best photos, and winners will be recognized in [Party & Paper Retailer](#) magazine. Photos can be submitted starting August 1 through September 30, 2017. Visit www.BalloonsLiftUp.com for contest details.

“People of all ages enjoy balloons. The #LiftUpSomebody campaign challenges people across the globe to make an ordinary September day extraordinary for a caregiver, veteran, police officer, cancer survivor or even a stranger by lifting them up with a balloon and a smile,” said Lorna O’Hara of the Balloon Council, an organization made up of responsible retailers, distributors, and manufacturers dedicated to educating others about the wonders of balloons and the proper handling of them.

International Balloon Month was created to affirm the world’s ongoing love and enjoyment of balloons. The celebration also coincides with the September 22nd birthday of scientist Michael Faraday, who invented the first rubber balloon in 1824.

International Balloon Month will also serve as a kick-off on the East Coast for the new national education effort “Meet Faraday: Smart Balloon Practices Campaign.” A life-sized Spokesballoon named Faraday will be visiting several states, including New Jersey and Massachusetts, to provide Smart Balloon tips that empower the public to take a few simple steps to help to ensure the continued use and enjoyment of balloons across the country. The campaign was launched on the West Coast in May at the State House in Sacramento, California,

Share your #LiftUpSomebody photos on The Balloon Council Facebook page <https://www.facebook.com/balloonsliftup> or Instagram site <https://www.instagram.com/balloonsliftup/> and using the hashtags #LiftUpSomebody and #BeBalloonSmart.

For more information about the photo contest or Smart Balloon Practices visit www.BalloonsLiftUp.com.

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