



Winners Announced in The Balloon Council's 2017 #LiftUpSomebody Campaign

Trenton, N.J. (Nov. 2017) The Balloon Council is proud to announce the winners of the 2017 #LiftUpSomebody Campaign which ran throughout the month of September in recognition of International Balloon Month.

The goal of the campaign was to inspire people to connect with -- and “lift up” -- members of their community using balloons to bring a smile to someone’s face and let them know you care, and then share these acts of kindness by posting to social media.

Some 70 balloon related businesses, ranging from small party stores to large distributors, participated in the campaign. The participants hailed from 32 states across the U.S. and Canada. As part of the campaign, The Balloon Council distributed free promotional kits that included a total of more than 1,300 balloons, 1,300 balloon weights and 1,000 *Faraday's Five Smart Tips for Balloon Use* information cards.

The photos of their efforts and the hashtags #LiftUpSomebody and #BeBalloonSmart appeared all over Facebook, Instagram and Twitter, spreading the word about the positive power of balloons and Smart Balloon Practices.

Congratulations to our 2017 Contest Winners:

Best Community Outreach

First Place: *American Gas Products -AGP* (Everett, Massachusetts) for their Back-to-School Smart Balloon Practices Public Outreach Campaign. Not only did they educate students about Smart Balloon Practices, they taught about the dangers of inhaling Helium, gave out hundreds of weighted balloons, Faraday stickers, and free school supplies.

Honorable Mention: *Hi-Rise Balloons & Floral Supplies* (Austin, Texas) for supporting the National Night Out effort.

Most Creative #LiftUpSomebody Display promoting International Balloon Month

First Place: *Aerial Bouquets Balloons & Floral Accessories* (Chesterfield, Missouri) for multiple postings in different venues promoting the campaign online and in the community.

Honorable Mention: *burton + BURTON* (Bogart, Georgia) for their Giant Panda Balloon Character that was seen holding signs to promote International Balloon Month all over town.

Honorable Mention: *Paperscapes1212* (Odenton, Maryland) for the most posts of our hashtags on social media.

Best Faraday's Smart Balloon Tips Display

First Place: *Q's Remarkable Events* (Millersville, Maryland) for their creative giant poster board outlining Faraday's 5 Tips. They also donated balloons to a local Veteran's center.

Most Heartfelt Photo

First Place: *SuStaLoons LLC* (Jackson, Mississippi) for the delivery of balloons to a local nursing home and bringing huge smiles to the patients.

Honorable Mention: *Balloons Bearing Elegance/BalloonDécorLasVegas* (Las Vegas, Nevada) for donating the Faraday balloons, and more than \$2,000 to a charity for homeless High School Teens

The Balloon Council would like to thank our sponsors: *Anagram* for supplying the special "Faraday" balloons; *Premium Balloon Accessories* and *Control Plastics Balloon Products* for providing the balloon weights; and *Party & Paper Retailer* (now *Party & Halloween Retailer*) for promoting the campaign and featuring winners in their winter publication.

The campaign may be over, but we encourage everyone to continue promoting Smart Balloon Practices and educating consumers how to #BeBalloonSmart continue year-round.

The "Meet Faraday" campaign, the newest initiative to a longstanding Smart Balloon Practices public education effort, will be on the road again soon. Faraday, our life-sized Spokesballoon, made his debut during a Smart Balloon Practices Education Action Day event at the State Capitol in Sacramento, California. Named for rubber balloon inventor Michael Faraday, the character posed for photos with schoolchildren, parents, tourists and even legislators during the event which also kicked-off his nationwide tour.

Faraday's mission is to raise awareness about the proper use and disposal of balloons, and to empower the public to take a few simple steps to help to ensure the continued use and enjoyment of balloons across the country.

To learn more about the Faraday campaign visit our website www.balloonsliftup.com, see Faraday in action on Facebook at @Balloonsliftup, or send an e-mail to beballoonsmart@gmail.com.

The Balloon Council is an organization made up of responsible retailers, distributors, and manufacturers dedicated to educating others about the wonders of balloons and how to properly handle them using Smart Balloon Practices.

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