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For Immediate Release

Black Balloons will honor the lives of those lost to Opioids on March 6

Trenton, N.J. (March 2, 2020) -- March 6 is Black Balloon Day, a special time for people across the country to remember the lives of friends, family and loved ones that have been lost to the opioid epidemic.

As part of the remembrance, participants will display a black balloon at their home, business or community center to help raise awareness of the opioid epidemic and bring people together to demonstrate that they are not alone.

“Balloons have often been used to mark or symbolize important events, and Black Balloon Day is no exception,” said Lorna O’Hara, Executive Director of The Balloon Council (TBC). “Sadly, every 11 minutes, someone in America dies from an opioid overdose. The balloon industry is proud that black balloons are being used to raise awareness of the opioid issue and to represent the lives of those lost, but not forgotten.”

If you are planning to participate in Black Balloon Day, TBC recommends the following tips for using and disposing of balloons properly:

- Do not release any balloons into the air.
- Keep all balloons secured with a string and tied to a weight, or tied to a front porch, mailbox, flagpole, etc.
- Proudly display balloons, but make sure to remove them after the remembrance has ended.
- Pop and dispose of balloons properly.
- Never inhale helium.

Diane and Lauren Hurley established Black Balloon Day on March 6, 2016 in memory of Greg Tremblay, age 38, who died of an overdose on March 6, 2015. Thousands of people participate every year across the country, for more information visit: www.overdose-lifeline.org/black-balloon-day.html

The Balloon Council (TBC) is a non-profit organization made up of responsible retailers, distributors, and manufacturers that are dedicated to educating others about the wonders of balloons and the proper handling of them. For more information about Smart Balloon Practices visit <https://balloonsliftup.com>, email BeBalloonSmart@gmail.com, or call The Balloon Council at (800) 233-8887.