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## September is International Balloon Month

### Share how balloons helped #LiftUpSomebody during the pandemic

Trenton, N.J. – Balloons have played an even more important role in our lives than usual this year by becoming a symbol of hope, survival, and community spirit throughout the COVID-19 pandemic.

Showcasing how balloons have been used to spread joy during this difficult time and encouraging the public to give balloons to support and “thank” those who have made a difference in their local communities will be the focus of the 2020 International Balloon Month #LiftUpSomebody Campaign and Photo Contest.

The campaign, sponsored by The Balloon Council, runs from September 1-30, and encourages people to “lift up” those around them using the positive power of balloons and then post and share those images on social media platforms using the hashtag #LiftUpSomebody.

“We have seen amazing examples of balloons used to decorate windows and porches during lockdown, to greet COVID-19 survivors as they left hospitals, to celebrate graduations and birthdays as part of car caravans when parties weren’t an option,” said Lorna O’Hara, Executive Director of The Balloon Council. “We want to recognize these creative and impactful efforts and encourage others to use balloons to spread goodwill and ‘lift up’ the spirits of their friends, neighbors and essential workers this fall during International Balloon Month.”

Photo Contest categories include: Community, Heroes, Home, Family and Smart Balloon Practices. Images must use #LiftUpSomebody and be shared to The Balloon Council [Facebook](#), [Twitter](#) and [Instagram](#) pages (@balloonsliftup). Photos can also be submitted to [beballoonsmart@gmail.com](mailto:beballoonsmart@gmail.com). Visit [balloonsliftup.com](http://balloonsliftup.com) for full contest details.

The best images will be awarded prizes from balloon industry sponsors: *Anagram, Betallic, Qualatex, Premium Balloon Accessories and the HI-FLOAT Company.*

The Smart Balloon Practices category challenges people to use photos or short videos (using #BeBalloonSmart) that demonstrate how to use and dispose of balloons properly based on TBC’s five tips, to help keep our planet green.

1. Do not release any balloons into the air – they can become tangled in power lines and turn into litter.
2. Keep balloons secured with a string and tied to a weight.

3. Children with balloons should always be monitored. Children under eight (8) can choke or suffocate on uninflated or broken balloons.
4. When finished with balloons, pop them and properly dispose of them.
5. Despite the funny voice helium can give you, it should never be inhaled.

Please encourage everyone to take the #BeBalloonSmart pledge. You can take the pledge on our website and share with friends through social media: [balloonsliftup.com/be-balloon-smart-pledge](http://balloonsliftup.com/be-balloon-smart-pledge)

“The #LiftUpSomebody campaign is a great way to express our feelings of respect, thanks and love to those around us, to reinforce that balloons can be enjoyed in a responsible way if everyone does their part to #BeBalloonSmart, and to encourage people to follow TBC’s motto ‘Don’t let go: Inflate. Weight. Enjoy.’ said O’Hara.

The Balloon Council is a non-profit organization made up of responsible retailers, distributors, and manufacturers. For 30 years, TBC has been dedicated to educating others about the wonders of balloons and the proper handling of them.

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