

INTERNATIONAL BALLOON MONTH THEME

MENTAL HEALTH: Use balloons to lift up and bring joy to those who need it most



September 1-30, 2021

The 2021 theme is *"Mental Health: using balloons to lift up the spirits of people of all ages and bring joy to those who may need it most during these challenging times."*

TBC is once again sponsoring the **#LiftUpSomebody Campaign and Photo Contest** and we invite everyone to participate to help spread the word about the **positive power of balloons** and have a chance to **WIN FREE trendy balloon items!**

The goal is to encourage people to "lift up" people in their communities -- in particular those who have struggled with mental health -- by giving balloons and **posting and sharing the images on social media using #LiftUpSombdy.**

Photo Contest Categories:
Best Mental Health Awareness Photo
Best Child/Family/Pet Photo
Best Community Outreach Photo
Best Smart Balloon Practice Photo*

This category challenges people to **#BeBalloonSmart using photos or short videos to demonstrate how to use and dispose of balloons properly based on TBC's five tips and/or promote signatures for our online [#BeBalloonSmart Pledge](#).*

The best images from each category will be featured on TBC's website and awarded prizes from our balloon industry sponsors: [Anagram](#), [Betallic](#), [Qualatex](#), [Premium Balloon Accessories](#) and the [HI-FLOAT Company](#).

NOTE: Please sign up on this [Google form](#) to provide your social media handles and contact information so we can share your images and easily contact our winners!

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PHOTO CONTEST RULES

To Enter: All photos should be posted on Instagram, Facebook or Twitter using the hashtags **#LiftUpSomebody** and **#BeBalloonSmart**, and if possible shared with our TBC social media pages:

facebook.com/balloonsliftup

twitter.com/balloonsliftup

instagram.com/balloonsliftup

Note: If you don't have social media access or would rather submit by email you can send photos to beballoonsmart@gmail.com.

Deadline: Submissions will be accepted from now until **Sept. 30, 2021** and winners will be announced in November.

Questions about the contest?

Please send email to: Stacey@princetonsc.com

