

DON'T LET GO!

INTERNATIONAL BALLOON MONTH
SEPTEMBER 1-30



We celebrate **International Balloon Month** to promote the joy and positive power of balloons, and to encourage the use of SMART Balloon Practices to help ensure that balloons will be a part of our celebrations for years to come!

This year our theme is **“Don’t Let Go!”** to emphasize that balloons should NEVER be released into the air, which is TBC’s #1 *#BeBalloonSmart* tip.

TBC is once again hosting the **#LiftUpSomebody Campaign and Photo & Video Contest**. Everyone is invited to enter for a chance to win a FREE Gift Basket FILLED with trendy balloon items and products provided by our generous sponsors: Anagram, Betallic, Qualatex, Premium Balloon Accessories, HI-FLOAT Company

The GOAL is to encourage everyone to give balloons to **“lift up”** a friend, family member, or someone in your community and bring joy to those around us during the month of September.

The CONTEST challenges all balloon friends, your customers, and the public to take photos or create videos of these special balloon moments and **post and share them on your social media accounts** (Facebook, Twitter, Instagram, Tik-Tok) using the hashtags **#LiftUpSomebody** and **#BeBalloonSmart**.

#LiftUpSomebody Photo/Video Contest Categories

- **Best Theme Category: “Don’t Let Go!”**
 1. Best in-store display or educational material used to promote NEVER releasing balloons.
 2. Best creative ways to **“weight”** and tether balloons so they don’t escape.
 3. Best promotion of the 5 Smart Balloon Practices
- **Best Child/Family/Pet:** Showing the joy of balloons
- **Best Community Outreach:** Showing how you give back to special individuals or organizations in your community (teachers, nurses, firefighters, police, etc.)

Entries will be accepted from now through Oct. 15, 2022. Winning entries will be featured on the TBC website and announced at the end of the year. If you create a Tik-Tok, or don’t have social media and want to share your video or photos on TBC’s pages, please send an email to Stacey@Princetonbc.com.

Please register so that we can share the posts you make with our TBC followers and make sure you are entered into the contest! Google form: <https://forms.gle/wCME5L32vLAWvx7>