

FOR IMMEDIATE RELEASE

January 28, 2009

FOR FURTHER DETAILS

Pete McDonough
(609) 731 6116 (cell)



Balloon Group Launches Proactive Consumer Education Program
National trade organization encourages retailers to pass along smart balloon practices with 'Responsible Balloon Retailer' program

(Berkley, Calif.) Representatives from The Balloon Council, a nationwide association of balloon manufacturers, distributors and retailers, announced today the start of a national "Responsible Balloon Retailer" program that will proactively educate consumers about smart balloon use.

"We have a good group of retailers that sell balloons, and we are thankful that they will be joining us in this effort to educate the public about smart balloon use," said Dan Flynn, chairman of the Balloon Council.

"As with any other product, care needs to be taken when using balloons. Our products bring tremendous joy to people, and it is important that we continue to help educate consumers how to use them properly," Flynn said.

Retailers across the country who agree to adhere to a code of smart balloon practices will be provided with a window decal and consumer education cards so that customers can know that they are dealing with a Balloon Council-certified Responsible Balloon Retailer.

Responsible Balloon Retailers abide by the following code, promising to:

- Include weights properly attached to all helium filled foil balloons they sell
- Never attach metallic ribbons to helium-filled balloons
- Refrain from tying helium-filled foil balloons together to prevent clustering
- Ask about potential allergies when selling latex balloons
- Educate customers about smart balloon practices, especially to:
 - Never release foil balloons.
 - Always supervise young children, and don't allow them to play with deflated balloons.
 - Properly dispose of balloons by cutting balloons with scissors directly above the knot or sealing point and immediately placing them in trash containers.

Balloon sales are among the most popular items at small businesses such as florists, party and card stores, grocery stores and other locations. There are an estimated billion dollars of balloon sales in the United States each year.

[The Balloon Council](#) (TBC), an organization of retailers, distributors and manufacturers, was formed in 1990 to educate consumers and regulators about the wonders of metallic and latex balloons and the proper handling of them.

###