



**FOR IMMEDIATE RELEASE**

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**Industry Group Offers Tips on Smart Balloon Use for Valentine's Day**

*National trade group encourages smart use of one of America's favorite Valentine's Day gifts*

With America's ongoing love affair with balloons, it is not surprising that the floating gifts are among the most popular ways to say "I love you" on Valentine's Day. If you are giving balloons as a gift, or receiving them, be sure to follow these smart balloon practices:

- A helium filled foiled balloon should be tied securely to a weight that will keep it from releasing into the air. If you are giving the balloons with a stuffed animal, flowers, or other gift, be sure the balloons are properly weighted so that they don't get accidentally released when they are detached from the gift.
- Never release metallic (foil) balloons into the air, as they can cause problems if they become tangled in power lines and can turn into litter if they are not disposed of properly.
- Adults should keep popped or deflated balloons away from children and should always supervise young children around balloons.
- Latex balloons are biodegradable, but they may also cause allergic reactions to those who are allergic to natural rubber latex. While this is extremely rare, keep in mind latex allergies when buying latex balloons as a gift.

Balloon use is popular throughout the year, especially around Valentine's Day. Sales are among the most popular items at small businesses such as florists, party and card stores, grocery stores and other locations.

"Everyone loves the sight of a floating balloon, they bring a smile to anyone receiving one, especially around this time of the year," said Dan Flynn, chairman of the Balloon Council. "Balloons can be a great symbol of affection, and it is important that consumers use the product properly."

The Balloon Council has launched the Responsible Balloon Retailer program as an effort to educate consumers about smart balloon use. Retailers across the country who agree to adhere to a code of smart balloon practices and are 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.

*The Balloon Council (TBC) is 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.*

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