



Worth the Weight: The Balloon Council says balloons should not be released.

After years of thoughtful consideration, monitoring national and international trends and getting feedback from our diverse audience of balloon related businesses and balloon friends, TBC has decided to revise our stance on balloon releases.

"In the past TBC didn't advocate for or against balloon releases, we advised people on the best practices to minimize environmental impact such as only using latex and not adding strings," said TBC Chairman Dan Flynn. "Over the years, as the social and political climates have changed, our position has also evolved. This change in stance fully recognizes the need for everyone to be as 'green' as we possibly can be to protect our planet."

The revised Balloon Release stance reads:

Worth the Weight: The Balloon Council says balloons should not be released. Americans love balloons, but for many reasons no longer support balloon releases. Balloon makers have worked hard to share and inspire the use of Smart Balloon Practices to keep balloons available for every occasion.

We stand with communities by encouraging that balloons be weighted, not released outdoors, and disposed of properly when broken or deflated. Whether it's a single balloon or hundreds, let's keep them from flying away.

Don't let go: Inflate. Weight. Enjoy.

TBC's goal for the past thirty years has been to support the success of the balloon industry and to ensure the continued use and enjoyment of balloons now and in the future.

TBC will continue to monitor industry trends and work closely with balloon related businesses and the communities where they reside to actively review and revise balloon release language and oppose bans on the sales and use of balloons.

We strongly encourage all balloon-related businesses to help us educate the public and the media about the importance of using Smart Balloon Practices.

Please visit our website www.Balloonsliftup.com or contact us at (800) 233-8887, if you would like more information about the "Meet Faraday: Smart Balloon Practices" campaign.