

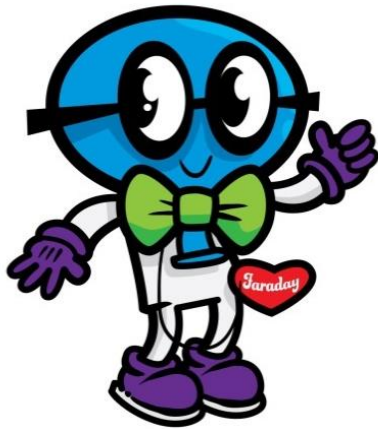


Who is Faraday?

The “*Meet Faraday: Smart Balloon Practices*” campaign empowers the public to take a few simple steps to help to ensure the continued use and enjoyment of balloons across the country.

The campaign features Faraday – a life-sized costumed mascot – who is the official Spokesballoon for the The Balloon Council.

Faraday visits communities to promote Smart Balloon Practices, taking photographs with visitors, sharing tips, and giving out heart-shaped balloon weights to emphasize the importance weighting balloons.



Who is Faraday?

- Faraday was named after Michael Faraday, a scientist who created the first balloon almost 200 years ago.
- The first balloon was made from rubber.
- Today balloons are made from Latex and foil.

Faraday has 5 easy tips to help everyone Be Balloon Smart!

1. Please secure me to a weight (show string and weight) -- so I don't escape!
2. When I am made of foil, don't let me fly into the air -- I don't want to get trapped in a tree or on a power lines.
3. I love kids, but young children with balloons should be monitored
4. If I am deflated or popped, properly discard me
5. Helium can give you a funny voice (make funny high voice) but should not be inhaled!