

## **The Balloon Council has taken a position against Balloon Releases!**

Yea! TBC (a North American balloon manufacturer's coalition) has taken a pro environment position against balloon releases. You can find a copy of their email announcement at the end of this email.

## **Pro Environment Balloon Alliance USA (PEBA)**

There is now a PEBA USA Facebook group. You can join it [here](#).

## **Eco Balloon Ribbon does not make releases OK!**

There is a new product out of the Netherlands, Eco Balloon Ribbon. When the ribbon comes in contact with salt or fresh water, the ribbon will dissolve within two minutes. The ribbon is being marketed as the "solution for an environmentally friendly balloon release". This ribbon may have uses, but the balloon is still being released in to the environment. Even with this ribbon, balloon releases are NOT environmentally responsible!

## **TBC Shifts Official Stance on Balloon Releases and Reveals Survey Results**

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

## SURVEY RESULTS

We would like to thank everyone that responded to our Summer 2018 Survey to get feedback on important issues that can impact balloon related businesses.

The results of the survey did confirm some trends and changes that we have been noticing over the past few years.

It was great to find out that 87% of respondents support and promote the weighting of balloons, and more importantly that 92% actively share Smart Balloon Practices with customers. As you know, education is one of our main defenses against potential balloon use restrictions.

More than half of the respondents were aware that balloon releases have been used to promote local balloon use bans, and 64% would support a stance to discourage all intentional balloon releases.

What was surprising was the fact that 72% of respondents were **not** aware of attempts by local communities in their area to restrict balloon use or sales. With the amount of media attention regarding these restrictive efforts it became clear that this trend might only be impacting select geographic locations such as the West Coast in California and Washington, and across the Northeast Coast from New Jersey to Boston.

To see the complete survey results click [here](#).