

**Education Action Day and National Smart Balloon Practices Campaign
launched May 30 at California State Capitol**

Sacramento, California (May 30, 2017) – Encouraging the public to use and handle balloons properly was the focus of the first Balloon Council Education Action Day on Tuesday, May 30 from 10:30 a.m. – 1 p.m. on the grounds of the Capitol in Sacramento, California.

The event marked the launch of a new initiative of a long running smart balloon practices education campaign sponsored by The Balloon Council. The [“Meet Faraday” Smart Balloon Practices](#) campaign introduced Faraday, a life-sized costumed mascot, who is the organization’s SpokesBalloon.

Faraday was accompanied at the Capitol by local legislators and California retailers representing balloon and party stores to promote Smart Balloon Practices. Faraday took photographs with visitors, shared Smart Balloon tips, and gave out heart-shaped balloon weights to emphasize the importance weighting balloons.

“Our campaign emphasizes the proper use and disposal of balloons, and promotes the fact that foil balloons should not be released, and should be secured to a weight to avoid accidental release,” said Jim Plutt of The Balloon Council, a national organization of responsible retailers, distributors, and manufacturers of balloons.

This event is the first stop in a multi-state educational tour focused on teaching the wonders of balloons and the proper handling of them. The Smart Balloon Practices “Meet Faraday” campaign focuses on providing simple steps to help mitigate issues that threaten to impact the use and enjoyment of balloons in California and across the country.

Faraday’s Five Smart Tips for Balloon Use:

1. “Please secure me with a weight.”
2. “When I’m made of foil, don’t let me fly away into the air.”
3. “I love kids. Young children with balloons should always be monitored.”
4. “If I’m deflated or popped, properly discard me.”
5. “Helium can give you a funny voice, but should not be inhaled

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