



[BLACK BALLOON DAY]

MARCH 6TH

Use the power of balloons to raise awareness of the opioid epidemic

As members of the balloon industry, this is a perfect opportunity to use our expertise to help further this cause, give back to our community, and encourage the proper use and disposal of balloons.

What is Black Balloon Day?

Black Balloon Day is designed to increase public awareness of the opioid epidemic, provides a way to remember those who have overdosed, and brings those who have lost a loved one together to demonstrate that they are not alone.

Diane and Lauren Hurley established Black Balloon Day on March 6, 2016 in memory of Greg Tremblay, age 38, who died of an overdose on March 6, 2015. Thousands of people participate every year across the country.

What does Black Balloon Day involve?

In recognition of the day, people are asked to hang a black balloon outside their home (business or community center) in memory of those who have lost their lives to addiction, and to increase awareness of this devastating epidemic.

Recognition ceremonies and events may be held by lawmakers, substance abuse prevention groups, community and religious organizations, families and others.

How can you get involved?

- **Find out what events are happening in your community and connect with organizers.**
- **Create and donate a black balloon display for public events.**
- **Donate black balloons to individuals/organizations.**
- **Post images of black balloons on social media using #BlackBalloonDay to increase awareness and promote local observances.**
- **Share Smart Balloon Practices on the use, handling and disposal of balloons with customers and on social media using #BlackBalloonDay, #BeBalloonSmart.**
- **Do not release any balloons into the air.**
- **Keep all balloons secured with a string and tied to a weight, or tied to a front porch, mailbox, flagpole, etc.**
- **Display balloons for the day and then pop and properly dispose of them.**
- **Never inhale helium.**



TBC will be posting about Black Balloon Day so please like and share our images on your social platforms.

You can also download imagery from the Black Balloon Day website: www.overdose-lifeline.org/black-balloon-day.html

Facebook: www.facebook.com/balloonsliftup

Twitter: [@BalloonsLiftUp](https://twitter.com/balloonsliftup)

Instagram: <https://www.instagram.com/balloonsliftup/>

Hashtags: #LiftUpSomebody, #BeBalloonSmart