



Executive Committee:

Dan Flynn

Pioneer Balloon Company
Chairman

Jim Plutt

Anagram International

Public Affairs Director

Dale J. Florio

Princeton House
160 West State Street
Trenton, NJ 08608
(800) 233-8887
Fax: (609) 989-7491

{DATE}

{NAME}

{ADDRESS}

{ADDRESS 2}

{CITY, STATE ZIP}

Dear {NAME,}

In 2008 our industry faced a major challenge as we fought yet another attempt to outlaw helium-filled foil balloons in California. While the legislation was ultimately vetoed due to California's budget crisis, the process alerted us all—again—about the need to educate consumers and retailers about proper use of our products.

The Balloon Council played a major role in working with the bill sponsor to achieve compromise language that did not ban foil balloons and worked for the balloon industry. To ensure that we never again face this battle in California or elsewhere, The Balloon Council launched a national awareness campaign that focuses on Smart Balloon Practices and educating consumers on the proper handling of our balloons. Like any campaign that's several years old, the Smart Balloon Practices campaign has needed new energy, and we're now enhancing this campaign with new support materials. To do this most effectively we need your support and participation in helping to get the word out into our industry and communities.

With this letter you will find a pre-formatted letter (that you can put on your letterhead), other digital materials that we encourage you to share with all your customers and balloon industry associates, and tools developed by The Balloon Council to jump start this campaign. Special thanks go to Lorinda Ferrell, Terri Adishian, and Chelsea Gaspard who headed a TBC committee to come up with these new materials.

We hope that everyone in the balloon-selling system will find creative ways to get the word out into their communities. We have all seen the successes of Social Media so I encourage you to explore your options and perhaps start a blog, or tweet or post any educational tips you have for properly handling balloons and referring people to the tools that can help them also endorse this program. Repetition is a key to success of any program like this. Remember, it's often when the advertiser is sick of hearing a message repeated that the audience actually understands it.

Affirming America's Ongoing Love Affair With Balloons



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Distributing this information in a unified approach will only make the impact that much more powerful so we ask that you **send out these materials by August 1, 2013.**

Please respond back to us to let us know of your interest in this project and how you will participate. We are eager to make this widespread and we anticipate significant positive results. If you have any further questions regarding the campaign, please contact Lorna O'Hara at 1-800-233-8887.

Thank you for your continued support and ongoing efforts to maintain America's love affair with balloons.

For The Balloon Council:

Dan Flynn
Chairman



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