



PEBA

Pro Environment Balloon Alliance

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Media Release

Balloon Industry call to save environment and jobs.

PEBA (Pro Environment Balloon Alliance), Australia's largest Balloon Industry Association are supporting the current moves by local and state governments to ban the organised and deliberate release of balloons across the country to reduce the environmental impact.

In a move welcomed by these authorities, PEBA have confirmed that they are working with hundreds of industry professionals who do not support, or condone, nor will they facilitate the deliberate release of balloons.

Chris Adamo from Balloons Online, one of Sydney's premier balloon designers says industry professionals are continuing to educate people on the responsible use of balloons.

"As PEBA members we continue to educate the general public, our clients and venue managers on the importance of not releasing balloons into the environment and being responsible with the uses and disposal of all balloons. Our art form adds fun and happiness to the community, and that can be hard to find these days," said Chris.

The standards that PEBA are implementing have gained incredible traction and uptake by those in the Balloon Industry, a profession that employs thousands of people in Australia.

Zoe Adams-Jones from PEBA explained that the total balloon ban, that some environmental groups are calling for, will have devastating effects on the industry.

"The industry is made up of Balloon Artists, Decorators and Entertainers who are valued members of Australia's Arts & Entertainment Community and care about the environment. What we do not support is the call to ban balloons totally, which some groups are now calling for," she said.

"The livelihoods of these people are being lost and thousands of jobs are on the line. We can intelligently and proactively regulate to find a balance between smart environmental management and growing our industry. PEBA is part of the solution," said Zoe.

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PEBA calls to save environment and jobs.

PEBA's message is extending internationally. Balloon professionals throughout the world have made the decision to no longer support the deliberate release of balloons into the atmosphere to protect the environment from unnecessary litter.

The Balloon and Party Industry Alliance (BAPIA) in the UK has decided to no longer support the release of balloons into the environment. This decision has been taken based on the feedback from their members who overwhelmingly feel balloon releases are not good for the environment and totally support this action. They are asking all members of the public to follow this lead and not to let go of helium filled balloons due to the negative effect it can have on the environment.

Australia leads the charge to make positive changes to industry practices. There are now movements in the US, Norway, Sweden and many other countries that support PEBA's principles and the *Don't Let it Go!* and *Pin It and Bin It* campaigns.

PEBA's mission is to assist in making Australia the first continent in the world to ban the deliberate release of balloons.

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