

## **NABAS Blog – Balloon Releases**

NABAS is the independent trade association for the balloon and party industry in the UK. We are focused on guiding and educating our members on best practise as much as we can to ensure that everyone can enjoy balloons as safely and responsibly as possible.

As an organisation NABAS says NO to balloon releases and we do not support the release of helium balloons in any way. Whilst it is not currently illegal, released balloons create unwanted and sometimes dangerous litter both on land and in the sea which has a detrimental impact on our environment. For this reason, we strongly recommend that our members do not provide balloon release services. Instead, if our members are asked for balloons for release we advise that this should be politely declined and explained why, along with ideas for non-littering alternatives such as blowing bubbles, releasing doves or other meaningful activities.

It is important that we and our members do as much as we can to educate the public on our stance. We have a Pin It and Bin It initiative to encourage the responsible disposal of balloons after they have been enjoyed, and we support the repurposing, reusing and recycling of used balloons as much as possible. We also have a Keep It Green set of downloadable assets for our members to use to help support them with their own environmental practises.

NABAS continues to look into ways to further support our members and the public to reduce our environmental impact even further and are always willing to work with other organisations on initiatives to do this.