



## PRESS RELEASE

FOR IMMEDIATE RELEASE

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### Are you up to the Challenge?

In March 2020 we launched the first ever virtual balloon flash mob, handing our social media platforms over to our Gemmar Masters and Ambassadors.

Over two weeks they held an amazing 32 live balloon modelling workshops, teaching different skills and producing over 40 wonderful balloon sculptures. The Gemmar flash mob brought our community together as people enjoyed learning new skills from the experts, and shared their own efforts using #IDidIt.

We were blown away by the response, from the thousands of people who watched live, to the many messages we received thanking us for our support. It soon became very clear that we had to keep the fun going beyond those two weeks! Which is why [we have now launched the Gemmar Flash Mob Challenge.](#)

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We are inviting anyone who enjoyed the Flash Mob videos to choose their favourite sculpture and create it themselves at home. Everyone who posts a picture of their sculpture on Facebook or Instagram, with the required tags, and registers on [our landing page](#) by 15 May 2020 will be sent a free goody bag full of surprises.

Not only that, after the closing date our Masters and Ambassadors will choose their TOP 5 entries who will each receive a special prize of balloons, colourful helium tank cover and our iconic Gemar cap. It's the perfect opportunity for everyone to get involved and show off their skills, from beginners to budding balloon professionals.

The aim of the original flash mob was to do more than just lift the viewer's spirits, vital as that is. On the opening night we donated €1 for every person who logged on to view live, making a total donation of €4736. The money has been sent to the World Health Organization COVID19 Response Fund to support research, develop vaccines, tests and treatments. We will continue this important aspect of the event and as part of the Gemar Flash Mob Challenge we will be donating a further €500,00 to the fund for each of the TOP 5 as part of their reward.

To find out more about how to enter your balloon sculpture, check out the posts on our [Instagram](#) and [Facebook](#) feeds, @GemarBalloons. If you missed the flash mob tutorials you can register to view all the videos [here: https://gemar.it/training/gemar-flash-mob/](https://gemar.it/training/gemar-flash-mob/)



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### About Gemar® Partners

The exclusive relationship between Gemar and its partners allows for high value business growth to be pursued by all parties. With priority access to superior products and designs as well as branded marketing materials, balloon art training and promotional events, Gemar's partners are able to lift the moment for themselves and their customers. Gemar works closely with its partners and together they pursue valuable business growth by providing high quality, on trend products that stand out in a competitive market, lifting the moment for everyone.

### About Gemar® Balloons

Gemar Balloons is the largest manufacturer of natural rubber latex balloons in Europe. Located in Casalvieri, a small town the heart of Italy, we continue to lead the way in balloon development, inspiring the people who buy our products with new ways to add a touch of magic to every occasion. We're dedicated to tradition, innovation and creativity, and are committed to making sure that our products are as sustainable as possible throughout their lifecycle. Today, we produce millions of balloons every day in more than 100 different shapes, sizes and colours... all made in Italy with passion and pride.

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