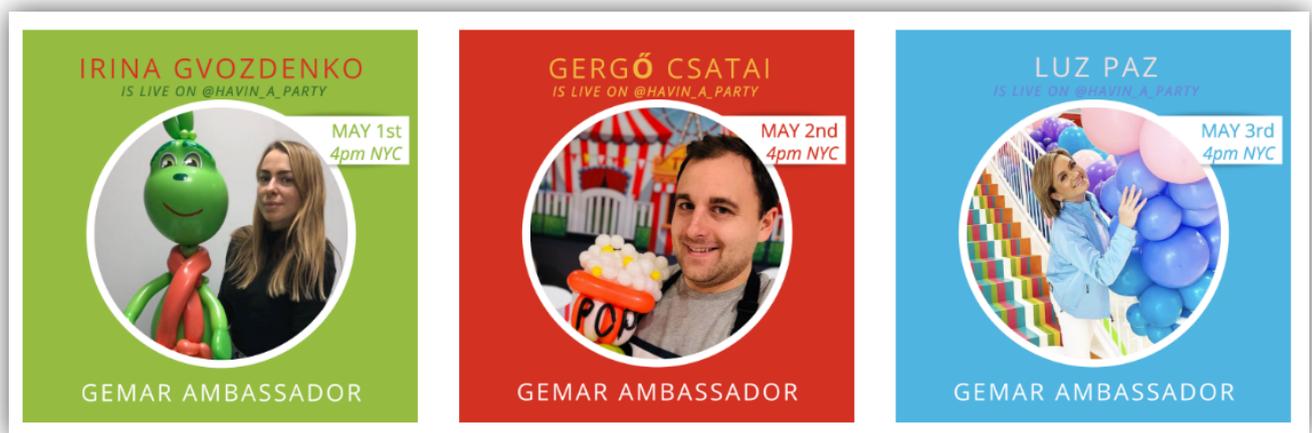




# PRESS RELEASE

FOR IMMEDIATE RELEASE

7 May 2020



## Havin a Party at the first Gemmar Weekend

It's safe to say that 2020 hasn't turned out quite the way that anyone had planned, and that includes us. Back in January we were looking forward to traveling around the world, meeting old friends and making new ones at GemmarDays. In fact April was to have seen the first event in a wonderful tour of the USA.

Things change, and of course these in person events have been postponed, but we weren't going to be defeated quite that easily. Even if we can't travel to be with you in person, we can still share our love of balloons and spread some joy!

May 1<sup>st</sup>-3<sup>rd</sup> saw the first Gemar Weekend, hosted by our friends [@havin\\_a\\_party](#) over on Instagram. There were discounts available on our products and four of our ambassadors joined forces to offer some spectacular live workshops. The whole weekend was full of party fun, like having a balloon convention in your livingroom!

Don't worry if you missed out, [you can still view all the workshops on our website](#). All you have to do is click [this link](#) and register to get the password. You'll find tutorials to make a wonderful Busy Bee, chilled No Drama Llama, reassuringly Faithful Friend or a stunning Rainbow Stairs decoration that simply drips beautiful colours. Not only that, you'll also have access to all the video tutorials filmed during our [Gemar Flash Mob](#), so there's plenty to inspire your next creation!

We hope that we'll be able to hold more Gemar Weekends throughout the year, so do look out for them and join us live to lift the moment without leaving home.

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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,

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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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