

PRESS RELEASE

FOR IMMEDIATE RELEASE

19 May 2020



Helping to Share One Million Bubbles of Hope with the World

On 11 and 12 April 2020 thousands of talented balloon artists from 81 countries joined together to share One Million Bubbles of Hope and Joy. The event proved such a success that they did it again on 9 and 10 May!

Nothing brings a smile to someone's face like the sight of a balloon and this project aimed to spread that joy around the world in a time when many are feeling anxious and afraid. Professional balloon artists created sculptures and displayed them in their own gardens or in public places, where the local community could enjoy them from a safe distance.

Each artist had free reign to create whatever they wanted and many of the sculptures featured rainbows, making them a beautiful spot of colour to brighten any dull day. Other

popular themes included hearts, sharing a message of caring for each other during difficult times. Whatever the theme, all the sculptures shared the same goal - to spread positivity throughout the local community.



That's exactly what Gemar Ambassador Veronika Golubeva found. She lives on a busy street, with a balcony above a post office, and enjoyed watching people's reactions to her sculpture. As soon as they spotted it people would start to smile, then take photos which they shared on social media. The balloon sculptures really did spark a wave of positivity that sent ripples around the world.



At Gemar we always aim to lift the moment so it comes as no surprise that many of our Ambassadors, Masters, Partners and customers were eager to take part. From Veronika's beautiful recreation of a child's drawing, showing a family safe and happy together, to Irina's heart shaped basket of flowers and [Roberta and Vincenzo's inventive comedy sketch](#), each contribution shows that the human spirit can rise above any challenge.



Each balloon is a bubble of hope and joy, let's keep sharing them!

Press Contact:

Clara Vaugelade-Tafari

Marketing Manager

Email: clara@gemar.it

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.

GEMAR SRL

Via Colle Marracone, Casalvieri, Italia

Telephone

+39.0776.639700

Email

balloons@gemar.it

Website

www.gemar.it

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