

PRESS RELEASE

FOR IMMEDIATE RELEASE

30 June 2020



Lighting Up Summer

On July 27th Gemar were thrilled to sponsor "Let's Colour The Sky! Long Live Summer", a party for the people of Settimo Milanese, Milan. The past few months have been difficult for everyone, with restrictions on everyday life as well as worry and heartache. People are understandably nervous about getting back to "normal", and are wondering what this new normal will look like. Will it be possible to hold a party and still keep everyone safe?



“Let’s Colour the Sky!” was the perfect opportunity to show the world what can be done. Working together with the authorities and following all the health regulations, Assogiocattoli organised a spectacular outdoor party for the local people. Preparations included inflating an incredible 10 000 balloons. Some of the balloons were used to create sculptures to decorate the area. Others were tied to railings and benches, covering Settimo Milanese in colour and joy. Still more balloons were handed out to members of the public, bringing smiles to people of all ages.



It’s always wonderful to see how a simple balloon can turn an ordinary scene into one filled with fun, laughter and hope. When you have 10 000 of them it’s certainly enough to get a party started! That wasn’t all though, the Milanese people were also treated to a surprise firework display, truly colouring the sky on a glorious summer night.



The party was a very special way to welcome in summer. After a spring that was full of uncertainty, we now face the rest of the year with hope and optimism. Things may be a little different but we can still party in safety!



Video: <https://youtu.be/hbsrls8MFrc>

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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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