



## PRESS RELEASE

FOR IMMEDIATE RELEASE

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### New Gemmar Ambassador from Brazil

Was born in 1980 in Brazil. In 1993, at the age of 13, he made his first party decoration with balloons for his cousin's birthday. After that he decided to work with balloons and his whole life was dedicated to this.

Alisson attended the Federal University of Plastic Arts. In his few free hours, he likes to sew, cook, entertain friends and go out with his dogs. But his biggest passion is balloons. Attention to details and desire to produce art is his greatest inspiration, being able to observe anything and produce art through balloons, realizing forms and expressions of our fantasy in celebration of life. He likes working with balloons because through it he can express all his creativity and his feelings.

Alisson sees it as his mission to create customized projects with the aim of bringing people to have unforgettable and remarkable moments through his art and passion for balloons.

Today, after a 26-year career in balloon decoration, Alisson says that balloons have allowed him to live, learn, travel and dream.

“Enjoy the present, live this day, all days are unique” Alisson said when we asked him about his life motto. And we agree with him and welcome him to our Gemar Ambassadors team. We are sure that together we can lift each moment.



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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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