Dear \_\_\_\_\_\_\_,

We’re excited to announce that The Balloon Council has launched a new phase of its national awareness campaign to help balloon professionals everywhere educate their customers on the proper care and handling of our industry’s most beloved product—balloons.

“Smart Balloon Practices” were developed to help everyone know what they can do to help keep balloon sales thriving in stores and out of legislative or regulatory attention. Consumer education is the key and The Balloon Council has put together several digital marketing materials and tools that highlight Smart Balloon Practices and will help you get the word out. They’ve even been designed to encourage you to personalize the materials with your own logo so you are marketing your business as well!

Because these materials are FREE, it’s easier for you to customize and print quantities specific to your needs on your schedule. Please visit **[Web site]** to view and download materials such as:

* Ads for your local publications
* Button (rectangular pin) for your staff to wear
* Bookmark to provide to your customers
* Care Card to be used with deliveries and arrangements
* Poster for your store window
* Envelope Stuffer that can be included with invoices and your other marketing materials
* Press Releases to send to your local media
* Icons to be used on your Web site

We hope that everyone in the balloon-selling system will find creative ways to get the word out into their communities. We have all seen the successes of Social Media so I encourage you to explore your options and perhaps start a blog, or tweet or post any educational tips you have for properly handling balloons. You’re customers will not only learn something, but appreciate that you took the time to educate them—increasing their loyalty as a business partner! For a message like this to register in the public, it needs to be repeated over and over—so please reinforce it at every chance you get.

We are interested in tracking the progress of balloon professionals who endorse Smart Balloon Practices so please let us know how you are promoting the program and how it’s working. We would love to hear from you. Also, if you have a suggestion for additional materials that could be added to the Web site, please let us know.

Thank you for your continued support and ongoing efforts to maintain America’s love affair with balloons.

Distributor name…