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For ever more....generations and generations of people around the globe will know **September** as **International Balloon Month!**

The International Balloon Association (IBA), the balloon industry's non profit trade association for manufacturers, distributors, entertainers and decorators are ramping up for their most ambitious campaign to date.

Balloon industry members around the world will participate in promoting the wondrous world of balloons. The public will gain exposure to the advancements and variety of balloon designs, balloon couture, balloon sculpture and entertainer talents.

The excitement is mounting as balloon manufacturers select the unique designs of foil and latex Smiley balloons to offer distributors who will then pass on the special pricing to retailers. The Smiley balloon is an iconic balloon and the face of International Balloon Month. Consumers will find special promotions on Smiley balloons in most retail locations.

International Balloon Month is an event that brings competing companies together for the common goal of promoting balloons.

Keep your eyes peeled for sales on balloons, surprise balloon delivery blitz's, balloon flash mobs, creative YouTube videos and countless antics planned by this group who are passionate about balloons and the balloon industry.

2010 was the first year for International Balloon Month and their soft launch was a success proving the world is indeed ready for an International Balloon Month.

The industry benefits by increased exposure, the public benefits by learning Smart Balloon Practices and amazing decor ideas and the ultimate beneficiaries are the recipients of the balloons. Because as Winnie the Pooh said "No one can be uncheered with a balloon".

Get ready world - International Balloon Month is coming in September and people are bound to get carried away with all the excitement.

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