



# PRESS NOTICE

Concerning recent reports regarding the anti balloon campaign currently being promoted by the Marine Conservation Society (MCS), the National Association of Balloon Artists and Suppliers (NABAS) feels compelled to give a more balanced response to this campaign.

To our knowledge there is no solid evidence that a balloon on its own has ever caused the death of an animal, whether in the sea or on land. In all cases cited by the MCS there are numerous other objects also found inside the dead animal that are more likely to have caused or contributed to its' death.

NABAS has a policy that all balloon releases should be carried out in accordance with the NABAS Code of Conduct, [www.nabas.co.uk/balloon.html](http://www.nabas.co.uk/balloon.html), which was put together in conjunction with the MCS. All NABAS members will carry out balloon releases in accordance with this code of conduct and in so doing will minimise the effect on the environment.

Below are a few facts that are very often overlooked:

- Latex balloons are 100% natural, made from the sap of rubber trees - a completely natural substance.
- A correctly inflated latex balloon will, when released, reach a height of approximately 5 miles before bursting and shattering into many tiny fragments which will return to earth and then decompose.
- A latex balloon will decompose at approximately the same rate as an oak leaf (approx 6 months).
- Approximately 9 million birds are killed every year by flying into glass windows (we don't hear calls for a ban on windows?)

If you would like further information or comment on this topic please contact our offices – details below.

## **NABAS - The Balloon Association Ltd**

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