

PRESS RELEASE - One Million Bubbles

In 2020, during the peak of the COVID-19 pandemic, 2200 balloon artists from 81 countries took part in a global campaign to spread love, joy and hope through their art. Whether it was in front yards, public spaces, windows or balconies, thousands of international balloon professionals joined forces to be a source of light in a very dark world.

This “campaign of kindness” known as “One Million Bubbles” continues on April 23rd and 24th, 2022.

The project was founded by professional balloon artist Steven Jones of Balloon Designers in Seattle, Washington. He was inspired to create the project in March 2020 after viewing customers at a grocery store who, out of fear and angst, were abusing and mistreating employees there. He then created a mural made of balloons that went up in front of his business with a simple message: “Be Safe, Be Kind.”

The message spread throughout his community, and soon other local businesses and schools were sharing that same sentiment on digital signs and in their store windows. It was then that Steven realized other balloon professionals, many of them at the time under mandated lockdowns, could help their towns and communities in much the same way.

“With all the fear and uncertainty going on in the world right now, I felt like we had to do something,” Jones said. “Balloons make people happy in ways nothing else does, and if working balloon professionals cannot make people smile right now, who really can?”

Three different projects were held in 2020, and thousands of artists from around the world took part, creating marvelous works of art to make their neighbors and friends, if even for a moment, smile. The hashtag #onemillionbubbles was even trending on Instagram on Easter weekend 2020.

Balloon artists of all levels of experience and expertise are invited to take part in this effort, and the creative pieces that come from this annual effort show a wide range of skills and talents among the artists. Whether a beginner or seasoned veteran, all are welcome to partake as long as they follow environmentally responsible practices. These include not releasing helium balloons into the air untethered, using biodegradable products whenever possible and properly disposing of their creations when the event has ended.

This year's theme, “A brighter future awaits....” reflects the world's newfound optimism as we appear to be coming to the end of the COVID-19 pandemic. But artists are not required to follow this theme, and may express themselves on any topic they wish as long as it's one of positivity and caring.