The Balloon Guy Supports Saturday Morning Cartoons United's Betty Boop Celebration in Glendale

Los Angeles balloon design studio joins nonprofit's mission to support animation industry professionals affected by recent layoffs and wildfire displacement



The Balloon Guy Logo

LOS ANGELES, CA, UNITED STATES, September 10, 2026 / EINPresswire.com/ -- The Balloon Guy — a Los Angeles balloon design studio, served as a sponsor for Saturday Morning Cartoons United's Betty Boop birthday celebration at the Alex Theatre in Glendale last month, doubling the size of the event's balloon drop to benefit The Birthday Party Project.

Saturday Morning Cartoons United is a nonprofit organization that hosts themed celebrations centered on beloved animated characters to raise funds for animation industry professionals affected by layoffs, production outsourcing, and the economic impact of the Eaton and Palisades wildfires. The Betty Boop celebration, produced with official licensing from Fleischer Studios, benefited The Birthday Party Project, a nonprofit that provides birthday celebrations for children experiencing homelessness, and drew animation fans, industry professionals, and members of the Fleischer family to the historic Glendale venue.

> “When those balloons came down, you could feel it move through the whole crowd. Moments like that are exactly why we do this work.”
>
> *Sean Edwards, Founder, The Balloon Guy*

Rather than serving only as a paid vendor, The Balloon Guy elected to sponsor the celebration and doubled the client's original balloon order at its own cost, significantly increasing the scale of the evening's signature balloon drop. The decision reflects an existing relationship between The Balloon Guy and The

Birthday Party Project, which the studio has previously supported in partnership with Snapchat.



Betty Boop Birthday Celebration Balloon Drop created by The Balloon Guy

The Balloon Guy is led by founder and balloon artist Sean Edwards, who designed the celebration's balloon drop. Edwards founded the company in Los Angeles and has since designed installations for entertainment premieres, brand activations, and private events throughout the region.

"The Birthday Party Project throws birthdays for kids who need them most, and Saturday Morning Cartoons United is restoring the cartoons a lot of us grew up on. Both of those things are about spreading joy, so sponsoring this one and doubling the balloon drop was an easy decision for us." — Sean Edwards, Founder, The Balloon Guy

Edwards' client list includes brand activations for Nike, Disney, Toyota, L'Oréal, the NFL, Universal Studios, and Netflix, as well as private events for public figures including Beyoncé, Robert Downey Jr., Lady Gaga, Miley Cyrus, Angelina Jolie, and Clayton Kershaw. The Betty Boop celebration reflects a continued focus on nonprofit and community-oriented work alongside those corporate and entertainment projects.

The Balloon Guy's work spans weddings, corporate event design, brand activations, and nonprofit and community events throughout Los Angeles and the surrounding region. The studio has provided nonprofit event design for fundraisers and charitable galas benefiting organizations across the region, in addition to its continued work with The Birthday Party Project.

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Saturday Morning Cartoons United has additional events scheduled later this year celebrating other animated franchises, continuing its fundraising efforts on behalf of the animation community.

About The Balloon Guy

The Balloon Guy is a Los Angeles balloon design and installation studio founded by Sean Edwards. The company creates custom balloon installations for weddings, corporate events,

brand activations, and private celebrations throughout Los Angeles and the surrounding region, with a client roster spanning major national brands and private clients across entertainment and sports. The Balloon Guy is NGLCC-certified as an LGBT Business Enterprise, and its work has been featured by the Associated Press, CanvasRebel, and KTLA 5.

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