



## FOR IMMEDIATE RELEASE

### Ballooniversity® ON THE ROAD expands to Philadelphia

Bogart, GA (March 18, 2011)

burton + BURTON's™ educational franchise "Ballooniversity® ON THE ROAD" recently announced plans to bring its popular training event to Philadelphia. The event is scheduled for August 24th at The Inn at Penn on the campus of the University of Pennsylvania.

"Our customers and friends in the Northeast have been asking us to bring the roadshow to them for the past couple of years. So we're excited to announce Philadelphia as the final stop on this year's summer roadshow," said Steve Casso, general manager for burton + BURTON™. He went on to say, "Early attendance projections indicate that we could reach as many as 1,000 attendees this summer in all four cities"—making this the highest attended Ballooniversity® in its 27-year history.

Perennial industry icon instructors include Peggy Williams, Bill Harper, Jan liams, and Jimi Taylor. In addition, this year adds popular "legends of the industry" instructors including Treb Heining, Chris Horne, Robbie Furman, and others.

Attendees in four cities will receive expert training in balloon décor, floral design, merchandising, gift baskets, and much more. The full day of classes with breakfast, lunch, and evening reception included is \$99.

#### Ballooniversity® ON THE ROAD locations and dates are:

##### **Dallas, TX**

Dallas Market Center®  
June 24, 2011

##### **Atlanta, GA**

AmericasMart®  
July 13, 2011

##### **Chicago, IL**

Chicago Merchandise Mart  
July 29, 2011

##### **Philadelphia, PA**

The Inn at Penn, University of Pennsylvania Campus  
August 24, 2011

**Registration opens in early April at [www.ballooniversity.com](http://www.ballooniversity.com)**

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