



FOR IMMEDIATE RELEASE

burton + BURTON™
Offers Solutions to Helium Shortage
Bogart, GA (July 12, 2012)

In response to the nationwide reduction in helium supply, burton + BURTON™ is announcing a collection of balloon design ideas that require little to no helium. These ideas are being offered on the burton + BURTON™ website to its current customers.

"We're not sure how long the current reduction in helium supply will continue," says General Manager Steve Casso. "In the meantime, we're committed to offering our customers solutions to allow them to continue to sell their balloon inventories and to even increase their sales with fresh, creative ideas."

The solutions offered include ideas for both indoor and outdoor creations as well as designs that use only air-filled balloons or a combination of air-filled and helium balloons.

"The current situation is unprecedented in the balloon industry. We've taken for granted that there would always be plenty of helium," says burton + BURTON™ founder and President Maxine Burton. "We've spent the last few months learning what works and what doesn't, and we look forward to sharing this information with our customers. This has unexpectedly opened a market for products, both existing and new. As an industry leader for over 30 years, we are pleased to take the leadership position of tackling this issue head-on."

Air-fill Solutions are being rolled out on the company's website, and include printed recipes, videos, and product offerings. The Education link is password protected and is available to current burton + BURTON™ customers. The upcoming educational event *Ballooniversity®* (August 22–25) is open to all business owners and will feature numerous classes for attendees hungry for air-filled ideas.

For more information about burton + BURTON™, please visit burtonandburton.com.

To learn more about *Ballooniversity® 2012: Homecoming* visit ballooniversity.com.

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