



FOR IMMEDIATE RELEASE

theTOTALgift experience®

**Ballooniversity® ON THE ROAD 2011 Wraps Four-city Tour
Bogart, GA (September 12, 2011)**

This summer, attendees from Dallas, Atlanta, Chicago, and Philadelphia participated in burton+BURTON's™ "Legends of the Industry Tour." The one-day road show training event brought together some of the top floral and balloon designers in the world. With a total combined attendance for all four cities at over 500 people, attendees filled classrooms to learn about the latest tips and tricks in the industry.

Steve Casso, general manager at burton + BURTON™, said, "We really focused this year on quick, low-cost upgrades that attendees could take back home and implement immediately to increase their profits."

In addition to the always popular balloon basics, floral design, and gift basket classes, attendees were introduced to more advanced classes this year including large event décor, marketing strategies, and merchandising ideas.

"We were extremely pleased with the response we received for our inaugural Ballooniversity® ON THE ROAD in Philadelphia," said Casso. "Hosting the event on the University of Pennsylvania campus, one of the oldest academic institutions in the country, was a wonderful conclusion to an incredible summer of industry education."

For more information please visit www.ballooniversity.com.

Media Contact:

Steve Rose
800.241.2094 ext. 2233
srose@burtonandburton.com

325 Cleveland Road
Bogart, Georgia 30622
800-241-2094
fax 800-880-9759
www.burtonandburton.com