



FOR IMMEDIATE RELEASE

Georgia Governor Brian Kemp Proclaims September Balloon Month

Bogart, GA (September 1, 2021)

Georgia Governor Brian Kemp has issued a proclamation declaring September as Balloon Month in Georgia. Thanks to the dedication of Maxine Burton, founder and president, and Bob Burton, COO, the proclamation has been spearheaded to coincide with International Balloon Month for over a decade. International Balloon Month seeks to raise awareness of the joy of balloons as well as to spotlight the economic impact this multi-billion dollar industry has on the state of Georgia and the world.

The theme for this year's International Balloon Month is "Mental Health: using balloons to lift up the spirits of people of all ages and bring joy to those who may need it most during these challenging times." Share these positive interactions with balloons on social media by using the hashtag #LiftUpSomebody. Another way to participate is by taking the #BeBalloonSmart Pledge. The pledge educates people of all ages how to use and dispose of balloons properly.

For more information, visit www.balloonsliftup.com for updates and special promotions offered by The Balloon Council.

About burton + BURTON

Founded in 1982, burton + BURTON® is a family-owned and -operated business that has grown into the largest wholesale distributor of balloons and coordinating gift products in the world. In addition to its showroom at the corporate headquarters in Bogart, Georgia, the company also maintains permanent showrooms at AmericasMart® Atlanta, Dallas Market CenterSM, and Las Vegas MarketTM.

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