



FOR IMMEDIATE RELEASE

burton + BURTON® and Beacon Technologies, Inc., partner to create charitable venture

Weaving Hope

Bogart, GA (August 20, 2018)

burton + BURTON is partnering with Beacon Technologies, Inc. to weave hope for children in Rwanda. Only about 13% of Rwandan children attend preschool and 50% have stunted growth due to malnutrition. The idea behind Weaving Hope is simple: fund new schools for Rwandan children with sales of beautiful handcrafted baskets made by local artisans in the small Rwandan village of Gitarama. The proceeds go directly to building schools that will nourish the minds and bodies of children—weaving hope for their future.

This mission not only helps the children, but also offers opportunities for Rwandan women to earn a steady living and escape gender-based violence, inequality, and discrimination. These authentic, handmade African baskets arrive directly from a women's cooperative in the village of Gitarama. Proceeds create meaningful jobs that provide for their families, moving them from crisis and poverty to stability and economic self-sufficiency.

Maxine Burton, founder and president of burton + BURTON, said, "Weaving Hope is a longtime dream that is finally coming to fruition. Both teams have dedicated tremendous time and effort to make this possible. We are so excited to be able to build schools that will in turn provide Rwandan children with fuller lives and brighter futures."

For further information, visit www.burtonandburton.com/weavinghope to purchase the baskets.

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 Center®, and Las Vegas World Market Center.

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