



## FOR IMMEDIATE RELEASE

### Georgia Governor Brian Kemp Proclaims September Balloon Month

Bogart, Georgia (September 1, 2023)

Since 2010, Maxine H. Burton, Founder and President of burton + BURTON®, has spearheaded the initiative to coincide “Balloon Month” in the State of Georgia with International Balloon Month. Due to these efforts, Georgia Governor Brian Kemp issued a proclamation declaring September as Balloon Month throughout the state to Maxine, along with her daughter Rachael, CEO, and son Michael, Vice President, of burton + BURTON®. International Balloon Month seeks to raise awareness of the joy of balloons as well as to spotlight the economic impact the balloon industry has on the state of Georgia and the world.

September is the perfect time to appreciate the delight balloons bring and the positive impact they can have on brightening someone’s day! It is also a time to emphasize the importance of properly handling balloons by following these key steps: (1) always weight or secure balloons; (2) never release balloons into the environment; (3) pop and dispose of them when done. Share the uplifting gift of surprising someone with balloons on social media by tagging *@burtonplusburton* on Instagram and Facebook.

### 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 and Dallas Market Center<sup>SM</sup>.

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