



FOR IMMEDIATE RELEASE

burton + BURTON® Celebrates Ballooniversity®

Bogart, GA (August 24, 2022)

In celebration of the company's 40th anniversary, burton + BURTON once again invited customers and vendors to Ballooniversity, an educational and networking extravaganza held every five years. The theme for Ballooniversity 2022 was "The Future Is Ours," a celebration of space and exploration. Award-winning balloon and floral designers from 35 states and 15 countries, including the Netherlands, South Korea, and Brazil, gathered to create out-of-this-world balloon and floral art. Attendees enjoyed four days of hands-on and classroom sessions to expand their professional knowledge. The balloon décor created during these sessions, including planets, rocket ships, and everyday décor, was displayed at the Saturday Night Gala that is the highlight of each Ballooniversity.

At the gala, Georgia Governor Brian Kemp and First Lady Marty Kemp presented Maxine Burton, founder and president, and Bob Burton, COO, with a Commendation for 40 years in business. He also issued a Proclamation deeming September 2022 Balloon Month for the state of Georgia. For the past eleven years, the Burtons have spearheaded the initiative to align Georgia's Balloon Month with International Balloon Month, which seeks to raise awareness of the joy of balloons as well as to spotlight the economic impact the multi-billion dollar balloon industry has on the state of Georgia and the world.

For the first time ever, the breathtaking balloon designs created at Ballooniversity were put on display for the public to enjoy. On the Sunday following the gala, burton + BURTON welcomed over 4,000 people from the local Athens, GA, community to view over 400,000 balloons throughout The Classic Center. The showcase was free to the community, and all patrons were invited to donate to two local charities. 100% of the proceeds raised went directly to The Boys & Girls Clubs of Athens and Extra Special People (ESP). The amount contributed was \$6,000, with a match of \$6,000 from burton + BURTON, for a total of \$12,000 in donations. Each charity will each receive a \$6,000 check.

Maxine Burton said, "We are so pleased to have welcomed the community to the first Balloon Showcase™. Having hosted our convention for 40 years, it was gratifying to be able to share the hard work of our instructors and attendees. The ability to raise funds for two local charities and give back to our community made it even better. We look forward to hosting Ballooniversity and the Balloon Showcase again in 2027!"

325 Cleveland Road
Bogart GA 30622
800-241-2094
Fax 800-880-9759
www.burtonandburton.com



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 CenterSM.

Media Contact:

Kacie Carswell
800.241.2094 ext. 2585
kcarswell@burtonandburton.com

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