



FOR IMMEDIATE RELEASE

burton + BURTON™ Named Business Recycler of the Year

*Bogart, GA
April 20, 2007*

Athens-Clarke County (ACC) recently named burton+BURTON as the community's Business Recycler of the Year, in recognition for the positive impact the organization's recycling plan has on the local environment.

The award was presented at the Third Annual GreenFest Awards Ceremony at the historic Lyndon House Arts Center in Athens, Georgia.

Each day, burton+BURTON handles tons of paper and cardboard packaging in its operation as one of the largest suppliers of balloons and coordinating gifts in the world. The company also internally produces numerous catalogs year-round that result in scrap paper as part of the design and editing process.

In order to reduce the environmental impact of its operations, burton+BURTON has an extensive recycling program in place. Three balers, running between two warehouses, allow the company to recycle 15,000 to 20,000 pounds of cardboard, shred, paper, and plastic *everyday*. Recyclable batteries and printer cartridges are also collected and taken to retail outlets that collect such materials.

Steve Casso, burton + BURTON general manager said, "Recycling is very important to us. The majority of our employees live in Athens and the surrounding areas. Our children and grandchildren are in school here. We as employees, and as citizens of this community, have a vested interest in ensuring that our environment is protected."

burton + BURTON™, a family owned and operated business based in Bogart, Georgia, is one of the largest suppliers of balloons and coordinating gift products in the world. The company offers over 15,000 products such as latex and foil balloons, ribbon, floral supplies, plush, ceramics, and baskets. burton + BURTON™ celebrates its 25th Anniversary in 2007.

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