



FOR IMMEDIATE RELEASE



**Country music sensation Jeff Bates
to entertain guests at Ballooniversity® 2007**

*Bogart, GA
July 3, 2007*

burton + BURTON™ is pleased to announce that the entertainment for its annual Saturday night Ballooniversity® gala will be country music star **Jeff Bates**.

Jeff Bates is a relative new comer to Nashville's country music scene, where he has quickly become a highly sought after performer. Jeff will perform a private concert in Athens, GA for burton + BURTON™ customers as part of a stop in his nationwide tour promoting his newest album "Leave the Light On".

"We are thrilled to have Jeff Bates in concert at Ballooniversity®. With this year being the company's 25th Anniversary, we wanted to do something really special for our Ballooniversity® attendees. We're looking forward to a great night of music and fun," says **Maxine Burton, president and founder** of burton + BURTON™.

"Sensuously seductive", "charmingly witty", and "passionately romantic" are all words that have been used to describe Bates' music. Growing up in rural Bunker Hill, Mississippi, Jeff listened to deep-voiced icons like Elvis Presley, Barry White, and Johnny Cash. He credits them and others with influencing his style, and "too many cigarettes and too much whiskey" with helping to round out his deep vocal timbre.

Jeff's quick rise to stardom has not gone unnoticed by his loyal following of female fans, some of whom helped to vote him as one of "Country's Hottest Bachelors" in Country Weekly magazine. His clever and heart-felt songs, as well as airplay on radio stations across the country, have helped to make his most recent album a Top 20 hit. "My goal is to make music that matters on a personal level to people," says Bates. "Connect with 'em, touch 'em, make 'em laugh, make 'em cry, make 'em feel...".

Ballooniversity® is an annual event produced by burton + BURTON™ for professionals in the balloon and balloon décor industry. The event offers participants 4 days of educational seminars and hands-on training. The culmination of each year's event is a large Saturday night dinner and "Grand Finale" show. The theme for this year is "Hooray! for Hollywood", drawing inspiration from the glory years of Hollywood's golden age. The dinner and concert will be held at the Classic Center in Athens, Ga. For more information, please visit www.ballooniversity.com.

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. This year marks the company's 25th year in business.

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