



FOR IMMEDIATE RELEASE

Maxine Burton was recognized in the University of Georgia, *College of Education Insider* publication

Bogart, GA (October 16, 2017)

In 2017, Maxine Burton, president and founder of burton + BURTON®, was recognized in the University of Georgia, *College of Education Insider* publication. She obtained her bachelor of science in elementary education and master's degree in education, but she found her true passion when she left teaching and began working with her husband, Bob Burton, CEO, in the floral industry. Around this time in the early 80s, Maxine saw the opportunity to capitalize on the increasing popularity of balloons as a "floating greeting card."

In the article, Maxine Burton is quoted as saying, "Some people said that balloons were just a fad, but balloons have always made people happy . . . There are certainly no fewer balloons sold today than were sold in the 1980s, they are just marketed in different ways, and (they) continue to be a natural accompaniment to floral arrangements."

burton + BURTON® celebrated 35 years in business as one of the largest balloon and coordinating gift distributors in the world. With Maxine's dedication to always look for new opportunities, the business has continued to thrive.

To read the article in its entirety, visit the University of Georgia, *College of Education Insider* publication, page 33: <https://coe.uga.edu/assets/downloads/oca/alumni-magazine-2017.pdf>

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 gifts in the world.

In addition to its showroom at the company's headquarters in Bogart, Georgia, the company also maintains permanent showrooms at AmericasMart® in Atlanta, Dallas Market Center®, and Las Vegas World Market Center.

Media Contact:

Kacie Carswell

800.241.2094 ext. 2585

kcarswell@burtonandburton.com

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