



FOR IMMEDIATE RELEASE

Maxine H. Burton Featured in University of Georgia's *Georgia Magazine*

Bogart, Georgia (April 7, 2026)

burton + BURTON® proudly announces that Founder and President Maxine H. Burton is featured in the University of Georgia's *Georgia Magazine* in the Alumni Profile, "*The Business of Joy*." The article highlights her visionary role in transforming balloons and gifts into meaningful expressions of celebration.

A pioneer in the industry, Burton helped redefine foil balloons as "floating greeting cards," shaping how consumers experience gifting today. Over the past four decades, burton + BURTON has grown into one of the world's largest wholesale balloon and coordinating gift distributors while maintaining a strong family culture and commitment to creativity.

The article also emphasizes Burton's ongoing passion for creativity and forward-thinking design. Whether developing products for holidays years in advance or collaborating with her team, she remains deeply involved in the creative process, always with the goal of delivering joy to customers around the world.

Burton's passion continues to guide the company's purpose. "We hope every product is going to make a difference for someone," she says. "They're not just balloons and plush toys. They're moments of joy in someone's life."

To read the full Alumni Profile, "*The Business of Joy*," visit:

<https://news.uga.edu/georgia-magazine-articles/maxine-burton-the-business-of-joy/>

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.

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