



Ballooniversity® ON THE ROAD 2009 Wraps Up Three-city Roadshow Tour
Bogart, GA (July 28, 2009)

The addition of an extra city, and the inclusion of more class options, helped make this the largest Ballooniversity® ON THE ROAD event to date and pushed attendance over the 450 mark. Earlier this month, attendees from Atlanta, Chicago, and Dallas filled classrooms to learn from some of the industry's top names.

Steve Casso, general manager for burton + BURTON™ said, "We are seeing the vendor/retailer dynamic shifting. The future of the vendor/retailer relationship is no longer about just buying and selling. More and more, it is changing into an on-going partnership where vendors teach retailers how to sell more product and how to grow their market. The relationship doesn't end with the sale."

In addition to the always popular balloon basics, floral design, and gift basket classes, students were introduced to more advanced classes this summer including store window displays, advanced balloon décor, and merchandising tips.

"Retailers are looking to expand the services they offer their customers. The ability to take four or five classes in one day allows attendees to explore several ideas for products and services that can complement their existing business and help drive revenues back to their shops," said Steve Rose, marketing communications coordinator for burton + BURTON™.

For more information please visit www.ballooniversity.com.

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