



**FOR IMMEDIATE RELEASE**

**Ballooniversity® ON THE ROAD 2010 Emerges as Educational Powerhouse**

Bogart, GA (July 28, 2010)

Earlier this month, attendees from Dallas, Atlanta, and Chicago filled classrooms to learn from some of the industry's top names. With total combined attendance for all three cities at over 700 people, classrooms were packed to capacity, with some classes being standing room only.

Steve Casso, general manager at burton + BURTON™, said, "The demand for top-notch training continues to grow. With other industry events going dark, we have a huge opportunity, and a responsibility, to meet customers' needs for quality education. We are already in discussions with the various marts to increase venue space for the 2011 Ballooniversity® ON THE ROAD events."

In addition to the always popular balloon basics, floral design, and gift basket classes, attendees were introduced to more advanced classes this year including special event decor, social media strategies, and merchandising tips.

"We were very happy to see so many first-time attendees," said Ballooniversity Director Johnette Rodgers. "Almost 80% of attendees were first-time visitors to Ballooniversity®. It is exciting to see so much interest in professional education, and it reflects positively on the direction the industry is heading."

For more information please visit [www.ballooniversity.com](http://www.ballooniversity.com).

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