



FOR IMMEDIATE RELEASE

burton + BURTON™
Celebrates 30th Anniversary
Bogart, GA (March 7, 2012)

This month, burton + BURTON™ celebrates 30 years in the industry. The yearlong celebration includes employee events, special logo packaging, and customer appreciation efforts. The culmination of the milestone will be a 30th Anniversary "Homecoming" held in conjunction with the company's Ballooniversity® event August 22–25 in Athens, GA. This celebration will bring together many of the people who have played an integral role in burton + BURTON's™ history.

"This celebration is all about recognizing the people who have made this incredible journey possible," says company founder and President Maxine Burton. "Without the wonderful support and loyalty from our customers, our employees, and numerous industry partners over the years, we wouldn't be standing here today."

Since starting from the small backroom of a retail florist back in 1982, Mrs. Burton has built her company into one of the world's largest and most respected wholesalers of balloons, floral supplies, and coordinating gift products. Today, burton + BURTON™ employs over 250 people in four warehouses and an operations headquarters located in Bogart, GA. Additionally, the company maintains two permanent showrooms in Atlanta and Dallas.

Bob Burton, CEO and husband to Maxine, said, "This is a proud moment for all of us. In today's environment, there are not many privately-owned, family-run businesses that can say they've been around for 30 years. We're proud to know that not only have we endured, but we've continued to grow and open new market segments. It's been a great ride, and I look forward to seeing what the next 30 years hold in store."

For more information about burton + BURTON™, please visit burtonandburton.com.

To learn more about *Ballooniversity® 2012: Homecoming* visit ballooniversity.com.

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