



FOR IMMEDIATE RELEASE

burton + BURTON® Announces Albert D. Maslia Award Winner

Bogart, GA (January 19, 2018)

burton + BURTON® announced Mercy Hospital Gift Shop of St. Louis, Missouri, as the winner of the Albert D. Maslia Award. The award showcases excellence in visual merchandising for hospital gift shops and honors the memory of Albert Maslia, a member of the AmericasMart® Atlanta management team. Mr. Maslia served as the Managing Director of Retail Services for AmericasMart® and was a longtime friend of the hospital gift shop industry. Maslia passed away in April 2014.

The award, sponsored by burton + BURTON® in January 2018 at The Atlanta International Gift & Home Furnishings Market®, presented \$500 to Mercy Hospital. The contest was open for all hospital gift shops to showcase their best visual merchandising displays. The winning entry was chosen by a panel of industry experts. In addition to the monetary prize, a trophy and certificate were awarded to be displayed in the winner's store.

The judges said Mercy Gift Shop's visual flow throughout the display was cohesive with its use of color and ability to promote a variety of price points.

Maxine Burton, founder and president of burton + BURTON®, said, "We congratulate Mercy Gift Shop for being awarded first place, and we thank everyone who submitted an entry to make this year's Albert D. Maslia Award successful. We have been pleased with the response over the past few years and look forward to continuing to honor Albert's memory."

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® Atlanta, Dallas Market Center®, and Las Vegas World Market Center.

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