



FOR IMMEDIATE RELEASE

burton + BURTON® Welcomes New Designer

Bogart, GA (May 16, 2022)

burton + BURTON® announces that Jacob McCall, AIFD®, AAF, FSMD, CFD®, will join the Design Team. Jacob will also serve as an instructor at the upcoming burton + BURTON 40th anniversary celebration, Ballooniversity®. This event is held every five years and hosts customers from all over the world in a four-day immersive training experience featuring top balloon and floral industry leaders. Jacob's inspiring personality will engage attendees while educating them on current floral trends for everyday and the holiday season, all while incorporating burton + BURTON's wide variety of floral containers and supplies.

Jacob is a seasoned designer with over twenty-five years in the floral industry. He is known for his cutting-edge trend and color expertise. He was inducted into the prestigious American Institute of Floral Designers (AIFD®) in 2010 and the American Academy of Floriculture in 2012. Jacob won the Iron Designer Competition at the International Floriculture Expo for two consecutive years, 2010 and 2011. He was nominated to represent the USA in the 2011 America's Cup in Brazil, where he competed against nine other countries and placed first runner up.

In addition to his accolades, Jacob has presented two main stage programs at the AIFD® National Symposium and currently travels throughout North and South America educating consumers and peers. He appeared on the hit television show *Whose Wedding Is It Anyway?* on the Style Network. Jacob also appears on the "Fresh EPCOT Stage" at Walt Disney World® during the annual EPCOT International Flower & Garden Festival. He is known for his motivational style of educating. His enthusiasm for the floral industry is infectious, and his Southern charm adds to his down-home approach to sharing his talent with his peers.

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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