



FOR IMMEDIATE RELEASE

Maxine H. Burton Receives C200 Luminary Award for Entrepreneurial Champion

Bogart, Georgia (October 15, 2026)

burton + BURTON® is proud to announce that founder Maxine H. Burton has received the 2026 C200 Luminary Award for Entrepreneurial Champion at this month's C200 conference in Dallas, Texas. C200 is a nonprofit organization of the world's most successful women entrepreneurs and corporate business leaders. It is dedicated to advancing women in business through mentorship, education, and community.

The C200 Luminary Award for Entrepreneurial Champion recognizes entrepreneurial leaders who champion innovation, build successful and growing businesses, and demonstrate a commitment to advancing women in business. Recipients are nominated and selected by C200 members, making the honor a meaningful recognition from fellow leaders who understand the entrepreneurial journey.

"I am truly honored to receive this recognition from C200, and especially grateful to have been nominated by a C200 member and selected for this award," said Burton. "To be recognized by women who have built successful careers and businesses of their own makes this honor particularly special. Building burton + BURTON has been one of the great joys of my life, and I have been fortunate to share that journey with my family, our employees, our customers, and so many wonderful people who have encouraged me along the way."

In conjunction with the award, Burton was also featured in a *Forbes* article published by C200, exploring how the guiding principle she established when founding burton + BURTON in 1982 continues to shape the company's culture and leadership today: Treat people the way you want to be treated. The article highlights how this philosophy influences everyday decisions, from responding to employee feedback to pursuing growth opportunities that align with the company's values. Read the full article, ["How Leaders Build Culture Through Everyday Decisions,"](#) on *Forbes*.

About burton + BURTON

Founded in 1982, burton + BURTON® is a family-owned and -operated business that has grown into one of the largest wholesale distributors 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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