



FOR IMMEDIATE RELEASE

Georgia Governor Nathan Deal Proclaims September Balloon Month

Bogart, GA (September 10, 2015)

Georgia Governor Nathan Deal has issued a proclamation declaring September as Balloon Month. Maxine Burton, president and founder of Georgia-based burton + BURTON®, spearheaded the initiative to coincide with this month's International Balloon Month. International Balloon Month seeks to raise awareness of the joy of balloons as well as to spotlight the economic impact the multi-billion dollar balloon industry has on the State of Georgia and the world. This marks the fifth year in a row that Balloon Month has been recognized by the state.

Industry organization The Balloon Council developed a theme this year of "Lift Up Somebody." This month, burton + BURTON invites everyone to visit a local florist, grocery store, or gift retailer to pick up balloons to brighten someone's day, and post the experience to social media with the hashtag #liftupsomebody.

Happy International Balloon Month!

For more information, visit www.balloonsliftup.com or www.burtonandburton.com.

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 gifts in the world. In addition to its showroom at the company's headquarters in Bogart, GA, the company also maintains permanent showrooms at the AmericasMart in Atlanta, the Dallas Market Center, and the Las Vegas World Market Center.

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