



**FOR IMMEDIATE RELEASE**

**Gary Ledbetter and Guido Verhoef Announced as Leaders of Decorators' Workshop at Ballooniversity® 2017**

Bogart, GA (March 13, 2017)

In celebration of the 35<sup>th</sup> anniversary of burton + BURTON®, Ballooniversity is returning to Athens this August. This year's theme is Sunset Safari. It is a world-class celebration that only happens every five years, and 2017 is going to be the best yet. Attendees learn from top balloon, floral, and business industry leaders as well as celebrity instructors. Decorators' Workshop will be held on Wednesday, August 9 and Thursday, August 10, and Ballooniversity educational classes will take place on Friday, August 11 and Saturday, August 12. Saturday night features the Ballooniversity Gala celebrating the 35<sup>th</sup> anniversary of burton + BURTON.

Gary Ledbetter, CBA®, and Guido Verhoef, CBA®, will lead the Decorators' Workshop. This is a two-day seminar of intense, fast-paced large event decorating. The décor created will be unveiled at the Saturday night gala. It is the perfect opportunity to learn profit-enhancing tips and techniques from these balloon experts.

Gary Ledbetter, CBA®, has been in the balloon business for over 20 years. In fact, Gary paid his way through college by performing magic and creating balloon décor. He established a retail store, Dynamite Magic & Balloons of Montgomery, Alabama, and has been "making magic" in the industry ever since!

Born in the Netherlands, Guido Verhoef, CBA®, attended the European School for Performing Arts and Bont's International Clown School. He began working as a clown and balloon artist in 1993, founding his own entertainment company in 1995. In 2002, he expanded his company into unique balloon decorating. His company, Manifold, designs exclusive acts and creative balloon designs for large corporate events and shows and has arranged over 4,000 performances in the last decade.

For more information regarding Decorators' Workshop and Educational Classes, visit [www.ballooniversity.com](http://www.ballooniversity.com).

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

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