



PUBLIC RELATIONS • EVENT PLANNING • MARKETING

220 East State Street, Suite G-2
Rockford, Illinois, 61104
815.282.9976 Fax 815.282.9986
www.pretc.net

CONTACT:
Rebecca Kopf
PR Etc.
(815) 282-9976
rkopf@pretc.net

PR Etc. Oversees GFS Marketplace Ribbon Cutting in Racine, Wisconsin

Rockford, Ill. (July 22, 2011) – PR Etc. oversaw the ribbon cutting activities for the GFS Marketplace store opening in Racine, Wisconsin on June 28, 2011. PR Etc. worked with company officials, local leaders and the media in coordinating the event.

Since opening in 1979, GFS Marketplace has become the largest family-owned distributor of foodservice products to restaurants, schools and food service operators in the country. Headquartered in Grand Rapids, Michigan, GFS Marketplace has 143 stores in nine states.

PR Etc. (www.pretc.net) is a full-service public relations, event planning and marketing firm which helps organizations gain a competitive edge in the marketplace through strong marketing programs that deliver measurable results. Its customized services ensure that its clients' programs are implemented in a professional and timely manner and that their messages are proactively and effectively communicated. PR Etc. has offices in Rockford, IL and Madison and Racine, WI.

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