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PUBLIC RELATIONS • EVENT PLANNING • MARKETING

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GFS Marketplace Hires PR Etc. for Store Grand Openings in Schaumburg and Kenosha

ROCKFORD, IL (March 25, 2011) —GFS Marketplace has hired PR Etc. to oversee the openings of their new stores in both Schaumburg, Illinois and Kenosha, Wisconsin this month. PR Etc. will oversee the promotion, public relations and event coordination with local, regional and state dignitaries in both markets.

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 has 142 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 Racine and Madison, WI.

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