



PUBLIC RELATIONS • EVENT PLANNING • MARKETING

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PR Etc. Oversees GFS Marketplace Ribbon Cutting in Altamonte Springs, Florida

Rockford, IL (Sept. 1, 2011) – PR Etc. was recently hired to oversee the opening activities for the GFS Marketplace store opening in Altamonte Springs, FL. 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 144 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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