



**PR ETC.**

PUBLIC RELATIONS • EVENT PLANNING • MARKETING

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### **PR Etc. Oversees GFS Marketplace Ribbon Cuttings for Stores in Florida, Wisconsin and Illinois**

**Rockford, Ill. (Nov. 22, 2011)** – PR Etc. recently oversaw the ribbon cutting activities for the GFS Marketplace store openings in Lakeland, Florida; West Milwaukee, Wisconsin; and Niles, Illinois. PR Etc. secured media coverage for the opening and worked with company officials and local leaders in coordinating the events. PR Etc. continues to work with GFS Marketplace on media visibility in those 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 Marketplace has 148 stores in nine states.

PR Etc. ([www.pretc.net](http://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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