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PUBLIC RELATIONS • EVENT PLANNING • MARKETING

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GFS Marketplace in Evanston Hires PR Etc. to Assist with Public Relations Efforts

ROCKFORD, IL (Nov. 22, 2011) — GFS Marketplace is set to open a new location in Evanston in spring 2012 and the company hired PR Etc. to help promote the building of the newest store in the Chicago suburban area. PR Etc. helped coordinate a ground breaking ceremony on Nov. 21 that brought together several local leaders including the Evanston Mayor and other key dignitaries. The ground breaking received coverage in several suburban newspapers.

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 148 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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