



Gerald R. Ford International Airport

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*****MEDIA ALERT***PHOTO/VIDEO OPPORTUNITY***MEDIA ALERT*****

Experience Grand Rapids, Gerald R. Ford International Airport and Steelcase, Inc. Partner to Unveil New, Redesigned Visitor Information Area

WHAT: Steelcase is great at giving makeovers and that is exactly what the creative minds at the global furniture manufacturer have done for the millions of visitors that pass through GFIA each year! Experience Grand Rapids, The Gerald R. Ford International Airport and Steelcase have collaborated for several months to redesign the Visitor Information Area at the airport. The project is nearing completion and we would like you to join us as we unveil the new area with a ribbon cutting ceremony and reception.

WHO: Brian Ryks, Gerald R. Ford International Airport Executive Director
Roger Morgan, Gerald R. Ford International Airport Board Chairman
Doug Small, Experience Grand Rapids President
Steelcase Representative

WHEN: Friday, March 14, 2014
10:00 a.m. - Guest arrival
10:30 a.m. - News conference
10:45 a.m. - Ribbon cutting with reception to follow

WHERE: Gerald R. Ford International Airport
Visitor Information Area near the Baggage Claim
5500 44th Street SE
Grand Rapids, MI
Please park in media parking lot near the west end of the airport. For overflow, please park in short-term parking and it will be validated.

VISUALS:

- Remarks by Experience Grand Rapids, GFIA & Steelcase, Inc. Representatives
- Ribbon cutting at the newly redesigned Visitor Information Area
- State of the art Steelcase, Inc. furniture in the new Visitor Information Area to welcome West Michigan travelers.
- New technology in Visitor Information Area
- Cake and refreshment reception

RSVP: Tara Hernandez, GFIA Marketing & Communications Manager
thernandez@grr.org or (616)-233-6053

About Experience GR

Established in 1927, Experience Grand Rapids (EXGR) leads the marketing of Grand Rapids/Kent County as a premier convention & visitor destination providing a significant positive impact to the West Michigan economy. Previously named the Grand Rapids/Kent County Convention & Visitors Bureau, EXGR represents the second largest city in Michigan with over one million residents.

About GFIA

The Gerald R. Ford International Airport (GFIA) is the second busiest airport in Michigan. The airport served over 2.23 million passengers in 2013 and over 6,000 travelers pass through GFIA each day. The Gerald R. Ford International Airport offers non-stop service to 23 major market destinations with 120 daily non-stop flights. The Gerald R. Ford International Airport is managed and operated by the Kent County Department of Aeronautics. GFIA generates over \$500 million annually in economic activity throughout West Michigan and employs over 1,500 people. For more information on GFIA visit: www.flyford.org or follow the airport on Twitter: @FlyGRFord.

About Steelcase, Inc.

For over 100 years, Steelcase Inc. has helped create great experiences for the world's leading organizations - wherever work happens. Steelcase and our family of brands - including Steelcase®, Coalesse®, Designtex®, Details®, Nurture®, PolyVision® and Turnstone® - offer a comprehensive portfolio of furnishings, products and services designed to unlock human promise and support social, economic and environmental sustainability. We are globally accessible through a network of channels, including approximately 670 dealers. Steelcase is a global, industry-leading and publicly traded company with fiscal 2013 revenue of \$2.9 billion.

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