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Lori's Development Team Attends Beryl Institute Conference

PLANO, TX. (April 17, 2023) – Lori's Corporate Development team recently attended the prestigious Beryl Institute's ELEVATE PX 2024 Conference in Denver, Colorado from April 3rd through 5th. The conference, a powerful annual gathering of medical/wellness professionals from around the globe, is dedicated to revolutionizing the human experience in healthcare.

Lori's was proud to participate in the annual interactive event, which provides a forum where ideas are shared, connections are made, and innovations are born to positively impact healthcare organizations worldwide. Our team members shared the myriad ways Lori's hospital retail locations meet our company's vision to be a trusted place for joy and support when people need it most. They shared informative materials that detail our vision and strategy, including the new Lori's White Paper.

Vice President of Corporate Development, Chris Gourdal said, "We had an amazing time attending the conference in Denver. We met many hospital leaders who appreciated learning how the gift shop has such a strong impact to the hospital staff, patients, and visitors."

Gourdal went on to add, "It was also fantastic running into many of our existing partners and hearing stories of how they love Lori's, and in many instances were able to share those stories with potential future partners! We look forward to attending this event again in the future."

Vice President of Corporate Development, Katie Gettis expressed that it was an honor to attend the Beryl Institute, saying, "Attending this Conference supported the sentiment across the Hospital Industry that Patient Experience is critical, and we must be resilient in this ever-changing environment."

Gettis said, "I was excited to see familiar faces across our existing Hospital Partners while also venturing to meet new prospective Clients. With Lori's Gifts being the Nation's leading operator of Hospital retail, it was impactful to share our vision and strategy with influential people who represent various Hospital Networks. Building these connections will only lead to valuable collaboration in the future as we continue to expand our Portfolio!"

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Lori's Gifts is a national operator of hospital gift shops with over 250 gift shops operating in hospitals across 34 states. Since 1982, Lori's has been the nation's leader in hospital gift shop management. For further information, please email: socialmedia@lorisgifts.com.

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