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# Lori's Celebrates Ribbon Cutting in Frisco, TX

*Medical City Frisco Hosts Ribbon Cutting for New Go Market by Lori's Location*

FRISCO, Texas (November 16, 2026) – Lori's Gifts celebrated the opening of its newest GO Market by Lori's location at Medical City Frisco yesterday with a ribbon-cutting ceremony, marking another exciting addition to the company's growing portfolio of innovative hospital retail experiences.

The new location combines the familiar, personalized service of Lori's Gifts with the convenience of self-service retail technology, giving patients, visitors, and hospital employees access to everyday essentials, gifts, snacks, beverages, and more, around the clock.

During traditional Here for You hours, the store is staffed and open to customers beginning at 8:00 a.m. Monday through Friday. Once Here for You hours conclude, the location seamlessly transitions to GO Market, allowing customers to continue shopping independently throughout the evening and overnight. This integrated approach ensures the gift shop remains accessible 24 hours a day, seven days a week.

The Medical City Frisco location also marks an exciting milestone for the GO Market brand, introducing the first store to feature its new green colorway. The refreshed visual identity brings a distinctive look to the GO Market experience while reinforcing Lori's commitment to evolving its hospital retail offerings.

"We are incredibly pleased with how this location turned out and excited to bring this next evolution of GO Market to Medical City Frisco," said Carol Burrows, Market Director at Lori's Gifts "Our goal is to make shopping as convenient and accessible as possible for the patients, visitors, and hospital employees we serve. By combining our traditional Here for You experience with 24-hour GO Market access, we can continue providing that convenience well beyond traditional store hours."

"Since joining Medical City Frisco on April 1, 2016, we've often talked about the possibility of one day having a gift shop as our hospital continued to grow. For more than 10 years, the desire for a gift shop has even been reflected in our employee engagement comments, with team members consistently expressing that it was something they wanted to see. To finally see that vision become a reality is incredibly exciting," said Ken Stevens, CEO of Medical City Frisco. "I want to thank the entire Lori's Gifts team, especially Katie, Vice President of Business Development at Lori's Gifts, for their partnership throughout this process. From start to finish, the experience has been seamless, and we couldn't be happier with the result. Thank you for helping us bring something our employees have wanted for so many years to life."

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*Lori's Gifts is a national operator of hospital gift shops with over 250 gift shops operating in hospitals across 39 states. Since 1982, Lori's has been the nation's leader in hospital gift shop management. For further information, please email: hello@lorisgifts.com.*