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## **MEDIA ADVISORY BENCO DENTAL GOES NATIONWIDE**

Family-owned Dental Distributor Celebrates the Opening of New Distribution Center in Reno, Nevada

**WHAT:** Benco Dental is hosting an Open House to celebrate the opening of its new Reno distribution center. The Reno facility is the company's fifth distribution center and its Nevada location allows Benco Dental to achieve nationwide status. The open house is by invitation only.

**WHEN:** Wednesday, August 10.  
Speeches begin at 12 p.m., followed by a barbeque lunch and tours of the facility.

**WHERE:** Benco Dental Reno Distribution Center  
Patrick Industrial Park  
625 Waltham Way  
Suite 107  
McCarran, Nevada 89434

**WHO:** Mike Skaggs, Executive Director, Nevada Commission on Economic Development  
Chuck Alvey, President/ CEO, Economic Development Authority of Western Nevada  
Pat Whitten, County Manager, Storey County  
Bob Kershaw, Vice Chairman, Storey County  
Dean Haymore, Building & Planning Director, Storey County Community Development  
Len Stevens, Executive Director, Northern Nevada and Reno Sparks Chamber of Commerce  
Larry Cohen, Chairman and Chief Customer Advocate, Benco Dental  
Chuck Cohen, Managing Director, Benco Dental  
Rick Cohen, Managing Director, Benco Dental

**DETAILS:** The 100,000 sq. ft. facility is Benco Dental's fifth distribution center in the United States and its opening cements the company's status as a dental distributor with national reach. The decision to open a distribution center in Reno was based on the city's prime location. Its proximity to the 11 western states gives Benco Dental the ability to reach more than 75 percent of its customers within one day. The company's investment in the Greater Reno-Tahoe area created 15 new jobs and represented \$1.7 million in economic impact to the region.

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