



News Release

FOR IMMEDIATE RELEASE

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Blain's Farm & Fleet Announces Fourth Michigan Location: Holland Store to Open Fall 2019

Janesville, WI, August 16, 2018: Family owned and operated, Blain's Farm & Fleet is pleased to announce plans for its fourth Michigan location in Ottawa County's Holland Township. Slated to open in the fall of 2019, the Holland store will be the latest in Blain's expansion into Michigan, which includes locations in Jackson and Portage, opening this fall, and Traverse City, to open in Spring 2019. The Holland location will bring the total number of Blain's Farm & Fleet Stores to 42.

"I am very enthusiastic about our new Michigan stores," says Jane Blain Gilbertson, CEO of Blain's Farm & Fleet. "As we have been working within these communities, we have had an opportunity to really get to know people from the area, and each one has become a new, fast friend. Holland has been very welcoming – it already feels like home!"

The Holland location will be located at the southeast corner of Highway US31 and Quincy Street. Blain's is planning to construct a 106,000 square foot store with a state-of-the-art automotive service center and a full drive-thru area which will allow customers to make purchases without even leaving their vehicle. Blain's is completing the approval process with Ottawa County and Holland Township and hopes to begin construction this fall.

The new Blain's Farm & Fleet of Holland is expected to open in Fall 2019 and will employ more than 100 people, including store associates, automotive service professionals, warehouse and stocking crews and management teams. Blain's will be hiring in the summer to begin training new associates in its unique culture. Blain's Farm & Fleet was recognized by *Forbes* magazine on its 2018 list of "America's Best Mid-Size Employers" and takes pride in treating associates like family and customers like neighbors. "We are still family owned since 1955. That creates an atmosphere that is different than most retailers," says Dennis Armstrong, Chief Human Resources Officer. "That is just one reason that we have such a great track record of keeping store associates for long careers which is unusual in the retail world. We look for people who understand that working in our store is really about helping their neighbors – if they can appreciate that, they will love working here!"

Blain's is nearing completion of their first 2 Michigan stores. The Jackson store will open September 5 and the Grand Opening Celebration is scheduled for September 20-22. The Grand Opening Celebration will be a huge event to include demonstrations, events, giveaways and prizes valued at over \$25,000. The Portage store will open October 19 and the Grand Opening Celebration is scheduled for October 25-27. Blain's is still hiring for positions in the Portage store, and a hiring fair will take place on August 21 at the Radisson Plaza Hotel in Kalamazoo.

“My dad and my uncle started this company 63 years ago with one simple philosophy: to offer quality products at fair and honest prices everyone can afford with the best service,” said Jane Blain Gilbertson. “We’re proud to carry on that mission, and we are looking forward to serving our new neighbors in Michigan.”

Among the products and brands found at Blain’s Farm & Fleet:

[Clothing](#): Carhartt, Dickies, Under Armour, Columbia, Levi’s, Lee

[Footwear](#): Skechers, Keds, Reebok, Puma, Sorel, Keen, Asics, New Balance

[Tools & Hardware](#): DeWalt, Milwaukee, Stanley, Craftsman

[Paint & Supplies](#): Benjamin Moore, Valspar, MinWax, Rustoleum, Graco, Purdy

[Automotive](#): Pennzoil, Valvoline, Mobil 1, Mystik, Fram, Prestone, Sea Foam, Meguiar’s

[Tire & Auto Repair Service](#): Michelin, Goodyear, Cooper

[Sporting Goods](#): Realtree, Scent-Lok, Yeti, Coleman, Rapala, Plano, Sun Dolphin

[Home & Housewares](#): KitchenAid, Cuisinart, Keurig, T-Fal, Lodge, Dyson, Tide, Bounty

[Pet Department](#): Purina, Blue Buffalo, Hills Science Diet, IAMS, Canidae, Taste of the Wild, Kong, Greenies

[Agriculture](#): King Kutter, Nutrena, Behrens, Guardian, Manna Pro, Ware, Weaver Leather

[Lawn & Garden](#): Scotts, Miracle-Gro, RoundUp, Fiskars, Weber, Char-Broil

[Outdoor Power Equipment](#): Troy-Bilt, Husqvarna, Cub Cadet, Briggs & Stratton

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Blain’s Farm & Fleet is a Janesville, WI-based, family-owned retailer with strong family values, born and raised in America’s heartland. They have earned the trust of Midwest families because they understand that their customers deserve to be treated honestly and fairly – the way they would treat a member of their own family. Blain’s Farm & Fleet has 38 current locations throughout Illinois, Iowa and Wisconsin with a wide variety of products that appeal to everyone, causing many shoppers to say, “If Farm & Fleet doesn’t have it, you don’t need it.” For more information, visit FarmandFleet.com.