

FOR IMMEDIATE RELEASE  
July 31, 2009  
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## NANCY GIARDINELLI, 25-YEAR VETERAN OF BODEK AND RHODES, DIES

**Philadelphia, PA** – Bodek and Rhodes, one of the largest wholesalers of imprintable activewear, mourns the loss of a 25-year veteran, imprinted catalog and marketing coordinator, Nancy Giardinelli, who passed after a 5-month battle with cancer on July 25th, 2009. She was 61.

The vivacious redhead, a key player in the Bodek and Rhodes award-winning marketing team, organized the thousands of artwork elements every year to produce customized catalogs for our clients, as well as orchestrating many other marketing support functions and special events.

“Thousands of customers knew her just by her friendly voice, who followed up on their annual catalog orders,” remembers Mike Rhodes, president and CEO. “She epitomized the family service Bodek and Rhodes is known for.”

“She was an energizer bunny and queen of the details. She mother-henned our clients’ catalog orders to almost perfection every year. She also mothered everyone around her, caring for her fellow employees as well as she did our clients. Our whole work family is deeply saddened,” notes Mary Ellen Pahlka, director of marketing communications.

She is survived by husband Ed, daughter Barbara Quaintance (Robert), and son Stephen Smith (Kelly), and her stepson, Nicholas Giardinelli, five grandchildren, six sisters and one brother.

The family asks that contributions be made to St. Mary’s Medical Center, Attn: Oncology Department, 1201 Langhorne-Newtown Road, Langhorne, PA 19047.

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*Bodek and Rhodes*

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