

For more information on SouthernCarolina Alliance, please visit www.southernCarolina.org.
For more information on Gretsch Drums, please visit www.gretschdrums.com.



THE SOUND OF MUSIC

The renowned Gretsch drum and "that great Gretsch sound" are featured on our 2015 holiday card as a tribute to Mr. Fred Gretsch, who just celebrated his 50th anniversary with the company, and the employees at the Gretsch USA Custom Drum Factory, located in Ridgeland, South Carolina.

The Gretsch company, founded in 1883 by Friedrich Gretsch, is known for their German standards of precision and a demand for excellence, which established Gretsch as the instrument manufacturer of choice for everyone from local high school bands to rock stars for decades. Gretsch instruments have been a part of making music by artists from Elvis to Phil Collins to Prince; Gretsch instruments even took the stage on the Ed Sullivan show with The Beatles when they made their American debut.

The Gretsch company and family have played historic roles in the development of American music and manufacturing, and we are proud that Fred Gretsch chose the Southern Carolina region to locate his USA custom drum manufacturing facility, where today highly skilled employees continue that great tradition in manufacturing.

In Ridgeland and throughout the Southern Carolina region of South Carolina, our workforce is known for producing some of the most highly valued products for companies both large and small, sometimes utilizing state-of-the-art skills in machining, engineering and production . . . sometimes in using hand crafting and precision that are nothing short of pure art. In short, our regional economy marches to the beat of manufacturing.

So, whether it's the rhythms of jazz, country, rock 'n' roll, or rap that you're relaxing and listening to this holiday season, chances are "that great Gretsch sound" is a part of it . . . and *that's* music to our ears.

CELEBRATING THE HOLIDAY SEASON IN THE SOUTHERN CAROLINA REGION,
OUR THOUGHTS TURN GRATEFULLY TO THOSE WHO HAVE MADE OUR PROGRESS POSSIBLE
AND THE MUTUAL GOALS THAT BRING US TOGETHER.

IT IS IN THIS SPIRIT THAT WE WISH YOU

MERRY CHRISTMAS

BEST WISHES FOR THE HOLIDAY SEASON

AND A

HAPPY NEW YEAR!



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