



**PRESS RELEASE**  
*FOR IMMEDIATE DISTRIBUTION*

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**GenelQ Vaccine Direct Partners with G.E. Foodland Inc. Stores Elrod's Cost Plus and Foodland Markets to Offer On-site COVID-19 Testing and Free Vaccines to the Public**

*Local Laboratory Continues to Offer On-site Vaccination Events to Organizations and Facilities Upon the Continuing Spread of the Delta Variant*

**DALLAS, TX** (August 16, 2021) – GenelQ Vaccine Direct, a division of **GenelQ**, a Molecular Diagnostics company based in Dallas, has partnered with G.E. Foodland Inc. and their stores **Elrod's Cost Plus and Foodland Markets** to offer **free Pfizer COVID-19 vaccinations to the public**. The vaccines will be available **weekdays from 1 p.m. to 7 p.m. and Saturdays from 10 a.m. to 5 p.m.** at select locations. The second doses of the vaccine will be provided at a later date at the same location, disclosed to patients. Valid candidates must be ages 12 or older, and minors must be accompanied by a parent or guardian. The vaccine is free through insurance or through a federal program for those without insurance.

"GenelQ is excited to partner with G.E. Foodland Inc stores to support the greater Dallas-Fort Worth metroplex area, by providing free COVID-19 vaccines to the general public," says Frank Howard, CEO of GenelQ. "We have been very focused on bringing the vaccination program to local communities, so in that regard we're very pleased to partner with these stores to serve residents that may still be in need of vaccines."

GenelQ is also offering COVID-19 testing at two of the market locations as an additional service. Testing is available at the Elrod's Cost Plus Dallas location and the Foodland Market's Forest Hill location.

This partnership with G.E. Foodland Inc. is part of a strategic initiative by GenelQ's vaccine direct division, to support schools, corporations, and community organizations

with zero-cost, on-site COVID-19 vaccinations. An on-site medical team is provided, along with a registration platform, to ensure efficient processing and that all state reporting requirements are met. Patients can receive the vaccine at no cost with insurance or through the federal government program for the uninsured.

GenelQ has hosted over 100 vaccine clinics in the past 90 days and has administered thousands of vaccines locally year-to-date. Their focus in this partnership is to provide free vaccines to an underserved segment of the market.

The vaccine and testing events take place every **weekday from 1 p.m. to 7 p.m. and Saturdays from 10 a.m. to 5 p.m.** at the following locations:

ELROD'S COST PLUS (Arlington)  
1655 New York Avenue  
Arlington, TX 76010

ELROD'S COST PLUS (Dallas)  
1314 South Buckner  
Dallas, TX 75217

Foodland Markets (Forest Hill)  
3320 Mansfield Highway  
Forest Hill, TX 76119

Pre-registration for the event is available at <https://usa.quickscreen.health/geneiq-vaccination#/screening> and is preferred, but walk-ins are also welcome.

To find out more about GenelQ and their other diagnostic offerings, visit [GenelQ's website](#). To schedule an appointment for vaccines, call 972-942-0110 or send an email to [vaccine@geneiqlab.com](mailto:vaccine@geneiqlab.com).

### **About GenelQ Vaccine Direct**

GenelQ Vaccine Direct is committed to supporting schools, corporations, and organizations with zero-cost, on-site COVID-19 vaccinations. GenelQ Vaccine Direct is DSHS approved to administer the Moderna, Pfizer, and Johnson & Johnson vaccines and boosters.

GenelQ has been a trusted resource throughout the pandemic and has serviced over a quarter of a million patients across the nation, playing a pivotal role throughout the pandemic. GenelQ Vaccine Direct provides on-site vaccines and boosters in a safe and

convenient process at no cost to the patient or to the organization. The supplies, medical staff, and registration platform are all included with end-to-end service.

### **About GenelQ**

GenelQ is a high-volume, molecular diagnostics laboratory specializing in Pharmacogenomic (PGx) testing and real-time, reverse transcriptase polymerase chain reaction (RT-PCR) testing for urinary and respiratory infections, such as COVID-19. The state-of-the-art laboratory based in the Dallas area services over 500 long-term care facilities, physician practices, state and local governments, corporations, and organizations throughout the United States. They have created a highly efficient, automated lab process with a paperless, web-based system that provides a 24-hour turnaround time of results after receiving the specimen. At the core of GenelQ lies the latest innovations in Pharmacogenomics, the science of determining how genetic variability influences physiological responses to drugs, from absorption and metabolism to pharmacologic action and therapeutic effect. In effort to provide precision medicine and to serve the needs of the pandemic with molecular accuracy, the support and management teams at GenelQ are passionate about providing the highest level of service to their clients and to the overall healthcare industry.

### **About G.E. Foodland Inc.**

G.E. Foodland Inc. is a local family-owned business operating 9 supermarkets in the DFW area, five Elrod's Cost Plus and four Foodland Markets location. As a locally owned family business, G.E. Foodland Inc takes pride in supporting the families and promoting healthy and wholesome meals that can be shared together.

At their Elrod's Cost Plus and Foodland Markets stores you will find a large selection of fresh produce, an expansive meat department with professional in-store butchers, many authentic imported products, and so much more.

G.E. Foodland Inc. is passionate about serving families in their community and are excited to add Covid-19 Vaccinations as a part of their service to the local community.

You can learn more about G.E. Foodland Inc and their stores at [www.gefoodland.com](http://www.gefoodland.com)

###

# FREE COVID-19 VACCINES

right in your neighborhood Elrod's Cost Plus!

*Elrod's*  
**COST PLUS™**

**VACUNAS COVID-19 GRATIS** en Elrod's Cost Plus!

Safety and health of our community is a top priority. That is why Elrod's Cost Plus is partnering with state DSHS approved vaccinator **GeneIQ Vaccine Direct** to offer FREE COVID-19 vaccinations at our store.

La seguridad y salud de nuestra comunidad es de alta prioridad. Es por eso que Elrod's Cost Plus está participando con **GeneIQ Vaccine Direct**, quien es aprobado por el DSHS del estado para ofrecer VACUNAS para COVID-19 GRATIS en nuestras tiendas.



**Starting on Monday, June 21<sup>st</sup>**

## VACCINATION HOURS

**Every Monday through Friday – from 3 pm to 7 pm**

**Every Saturday – from 10 am to 4 pm**

**Comenzando el Lunes 21 de Junio**

**De Lunes a Viernes – de 3 pm a 7 pm • Todos los Sábados – de 10 am a 4 pm**



**GO HERE TO  
REGISTER!**



## WHERE?

**Park Plaza Shopping Center**

1655 New York Avenue  
Arlington, TX 76010

Vaccines provided by



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*Elrod's*  
**COST PLUS™**

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**WHERE?**  
1314 South Buckner  
Dallas, TX 75217

Vaccines provided by



# FREE COVID-19 VACCINES



right in your neighborhood Foodland market!

**VACUNAS COVID-19 GRATIS** en el mercado Foodland!

The safety and health of our community are a top priority. That is why Foodland Markets is partnering with state DSHS approved vaccinator **GeneIQ Vaccine Direct** to offer FREE COVID-19 vaccinations at our store.

La seguridad y salud de nuestra comunidad es de alta prioridad. Es por eso que Foodland Markets está participando con **GeneIQ Vaccine Direct**, quien es aprobado por el DSHS del estado para ofrecer VACUNAS para COVID-19 GRATIS en nuestras tiendas.



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## WHERE?

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Forest Hill, TX 76119**

Vaccines provided by

