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Talk of the Times: GAP firm bound for Blackburn tavern site
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By All Hands Gloucester Daily Times

A growing local business isn't just moving into the heart of Gloucester's downtown next month. It will also be breathing additional new life into an historic building.

GAP Promotions, LLC, will be expanding to new office space in downtown Gloucester in January.

GAP plans to move into the historic Blackburn Tavern Building on One Washington Street, which most recently had housed the Cape Ann Theatre, or "The Annie."

Company founder Gayle Piraino said the move is being driven by the company's growth and need for additional space, along with a strong desire to be in the heart of downtown Gloucester.

"I had always wanted to locate the business downtown, but when we were first looking for space, there was nothing available that seemed to fit our needs," said Piraino, who launched the company in her Rockport basement in 2006, then moved twice into office space on off Gloucester's Eastern Avenue.

GAP Promotions, is a full-service promotional products agency, providing innovative goods and services to the top players in the alcohol and spirits industry. The company creates promotional programs, designs and delivers custom racks and displays, and provides a one-stop shop for the full range of promotional items.

The GAP team, Piraino said, includes 10 full-time professionals and a number of part-time staff and interns.

The new site is also located adjacent to Endicott College's Gloucester campus at 33 Commercial St. — a move that strengthens GAP's relationship with the college. The company has been actively involved in Endicott College's flagship internship program for the past six years, and several GAP personnel, including Piraino, are Endicott graduates.

The space is being renovated to maximize creativity and productivity and to provide a comfortable meeting space for GAP clients and suppliers.

"We are always proud to host our business partners in Gloucester, America's Oldest Seaport, to show them the sites, and to share the beauty of this area," Piraino said. "It will be very nice to bring them to downtown Gloucester and also meet in our new space