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PR Etc. Hired to Oversee Interim Marketing for Rockford Public Library

Rockford, IL (May 25, 2004) – The Rockford Public Library has selected PR Etc., a full-service public relations and marketing company in Rockford, IL, to oversee its marketing program until a full-time marketing and community relations officer is hired.

About PR Etc.

PR Etc. (www.pretc.net) is a full-service public and media relations company which helps organizations gain a competitive edge in the marketplace through strong marketing programs that deliver measurable results. Its customized services ensure that its clients' programs are implemented in a professional and timely manner and that their messages are proactively and effectively communicated.