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**FOR IMMEDIATE RELEASE**

**PR Etc. Hired to Manage Communications for  
21st Century After School Program**

**Rockford, IL (July 19, 2004)** – The 21st Century After School Program Sustaining Group has selected PR Etc. ([www.pretc.net](http://www.pretc.net)), a full-service public relations and marketing company in Rockford, IL, to oversee its communications efforts to promote the 21st Century After School Program. The program is a joint effort between the Rockford Public Schools and community partners, including museums and agencies, to provide after school academic and enrichment activities to students, grades 1-8 at 18 sites. Funding for this communications project has been provided by Burpee Museum of Natural History, Boys and Girls Club, Discovery Center, YMCA and Community Foundation of Northern Illinois.

**About PR Etc., Inc.**

PR Etc., Inc. ([www.pretc.net](http://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.