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**FOR IMMEDIATE RELEASE**

**PR Etc. Hired to Oversee RACVB Sponsorship Activities**

**Rockford, IL (November 19, 2004)** – PR Etc., a full-service public relations and marketing company, was recently hired to oversee sponsorship programs for the Rockford Area Convention and Visitors Bureau (RACVB).

**About RACVB**

RACVB is a private, non-profit organization established in 1984 to promote and champion efforts to make the Rockford Region an overnight visitor destination. The mission of RACVB is to achieve pre-eminent destination stature for the Rockford Region.

**About PR Etc.**

PR Etc. ([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.