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FOR IMMEDIATE RELEASE

**PR Etc. Managing Public Relations for
Rockford Art Museum *Abstract Expressionism* Exhibit**

Rockford, IL (November 23, 2004) – The Rockford Art Museum selected PR Etc. (www.pretc.net), a full-service public relations and marketing company in Rockford, IL, to oversee its public relations efforts to promote the ongoing Abstract Expressionism exhibit which runs through January 22.

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.