

**For more information:**  
Rebecca Kopf  
President  
PR Etc., Inc.  
815.282.9976

**FOR IMMEDIATE RELEASE**

**PR Etc. Named AOR for Bacchus Wine Bar and Restaurant**

**Rockford, IL (November 23, 2004)** – Bacchus Wine Bar & Restaurant has selected PR Etc., Inc. ([www.pretc.net](http://www.pretc.net)), a full-service public relations and marketing company in Rockford, IL, to oversee the communications and promotional efforts of its downtown-based business.

Bacchus Wine Bar first opened to the public in 1996. Located at 515 East State St., it is among the leading businesses to open in the River District area. Bacchus Wine Bar can be found on the web at [www.bacchusrockford.com](http://www.bacchusrockford.com).

**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.