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**PR Etc. Hired to Develop Newsletters for
Rockford YMCA's Community Outreach Branch**

Rockford, IL (July 20, 2005) – PR Etc., Inc., a full-service public relations and marketing company in Rockford, IL, was recently hired to develop newsletters for the **Rockford YMCA Outreach Branch**, which provides programs and activities benefiting youth at all phases of their lives – from child care through their teen years.

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.