

FOR IMMEDIATE RELEASE

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PR Etc. Hired to Manage National Exposure for Flight for Diabetes

Rockford, IL (June 27, 2005) – PR Etc., Inc., a full-service public relations and marketing company in Rockford, IL, was recently hired to manage all national media relations activities for **Flight for Diabetes**, a non-profit corporation founded to increase public awareness and education programs at air shows throughout the country. PR Etc. also will oversee the national media relations efforts, including syndicated, broadcast media and national consumer and trade print media.

The Flight for Diabetes, Inc. is a non-profit corporation founded to increase public awareness and education programs for children with diabetes through motivational and inspirational presentations to thousands of people with diabetes across the country. Held in conjunction with major aviation events, Flight for Diabetes will bring over 6,000 children through its unique program this season. **Flight for Diabetes founder Michael Hunter is the world's only insulin-dependent air show pilot.**

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.