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**PR Etc. Hired to Oversee MetroCentre Public Relations Initiatives**

**Rockford, IL (March 21, 2006) – PR Etc., Inc.**, a full-service public relations and marketing company in Rockford, IL, was recently hired to oversee the public relations activities for **MetroCentre**, the region's largest facility hosting professional entertainment and sports activities. PR Etc. will oversee local and regional media relations efforts.

Centre Events currently owns and operates the MetroCentre, a 10,000-seat arena located in Downtown Rockford, the Coronado Theatre, a first-class performing arts and entertainment center that is owned by the City of Rockford, and Davis Park at Founders Landing, a seven-acre outdoor venue along the Rock River that is owned by the City of Rockford and is maintained by the Rockford Park District.

**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. PR Etc. has offices in Rockford, IL and Madison, WI.