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**PR Etc. Hired to Oversee Interim Public Relations  
for Midway Village & Museum Center**

**Rockford, IL (March 28, 2006) – Midway Village & Museum Center** has hired **PR Etc.**, a full-service public relations and marketing company in Rockford, IL, to oversee its marketing program until a full-time marketing and community relations officer is hired.

**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.