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**PR Etc. Hired to Manage Public Relations Efforts for Rockford Chamber's "Disney's Keys to Excellence" Event**

**Rockford, IL (May 2, 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 the Rockford Chamber of Commerce's "Disney's Keys to Success" scheduled for June 22. PR Etc. will oversee local and regional media relations efforts.

The Disney Keys to Excellence seminar is a rare, and great opportunity for the local business community to take an inside look at the "business behind the magic." Walt Disney World insiders will share the successful business practices, unique philosophies and excellent customer service tactics that have made the Disney name synonymous with creativity, quality and innovation the world over. The Rockford Chamber of Commerce opened the seminar for registration by Chamber members and non-members as well.

**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.