

FOR IMMEDIATE RELEASE

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**PR Etc. Hired to Manage Sponsorships and Conduct Media Relations
for the Girl Scouts – Rock River Valley Council’s Upcoming Events**

Rockford, IL (January 10, 2007) – PR Etc., Inc., a full-service public relations and marketing company in Rockford, IL, was recently hired to oversee all aspects of sponsorship – from solicitation and fulfillment to program management – and to handle all media relations for upcoming events for the Girl Scouts – Rock River Valley Council. PR Etc. will provide its services for the Girl Scouts’ annual Young Women of Distinction dinner and the Thin Mint Sprint.

Girl Scouts – Rock River Valley Council is a non-profit organization helping over 5,000 girls in Boone, Winnebago, and Ogle Counties build courage, confidence, and character to make the world a better place.

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