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PR Etc. Hired to Oversee Public Relations and Announcement Coordination Related to the Hiring of a New Executive Director at Coronado Performing Arts Center

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 public relations activities associated with the hiring of a new Executive Director for the Coronado Performing Arts Center, also located in Rockford, IL. PR Etc. will handle the official announcement, all media relations, and the welcome reception for the Coronado's new Executive Director.

The beautifully restored Coronado Performing Arts Center is a 501(c)3 corporation serving Rockford, Illinois and the region including metro-west suburbs of Chicago. Located at 314 North Main Street, the Coronado is home to resident performing arts organizations, including the Rockford Symphony Orchestra, Rockford Dance Company, and the Rockford Community Concert Association. The Coronado hosts performances by its resident organizations, concerts and entertainment events, national touring productions, and Broadway shows. Under its new Executive Director, the Coronado plans to expand its charter to include arts education, increased presenting series, and leadership in developing a downtown arts district.

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.