

**FOR IMMEDIATE RELEASE**

For more information:  
Rebecca Kopf  
PR Etc., Inc.  
(815) 282.9976

**PR Etc. Named AOR for The Buckley Companies**

**Rockford, IL (May 17, 2007) – PR Etc., Inc.**, a full-service public relations and marketing company with offices in Rockford, IL and Madison, WI, was recently hired as account of record by **The Buckley Companies** to develop a marketing strategy and oversee ongoing marketing and communications initiatives, including messaging, collateral, strategic communications, and sponsorship and tradeshow initiatives.

The Buckley Companies is the only fully integrated provider of real estate services in the Rockford area. Its multi-disciplinary and analytical approach to real estate empowers its clients to make effective decisions to achieve their goals. The Buckley Companies deliver timely and comprehensive evaluations for site identification, financial analysis, development, design-build, construction, and government entitlements.

**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.