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**Blackhawk Bank Retains PR Etc.  
for Public Relations and Marketing Services**

**Rockford, IL (March 11, 2008) – PR Etc., Inc.**, a full-service public relations and marketing company in Rockford, IL, was recently retained by Blackhawk Bank to provide ongoing public relations for the bank.

Under the retainer with Blackhawk Bank, PR Etc. will:

- Coordinate messaging for the bank, including media and spokesperson training
- Implement and oversee proactive media relations
- Create and implement thought leadership activities for the bank in the communities it serves

**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.