

FOR IMMEDIATE RELEASE

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**PR Etc. to Manage Hoo Haven's
Public Relations and Marketing Services**

Rockford, IL (March 13, 2008) – PR Etc., Inc., a full-service public relations and marketing company in Rockford, IL, has selected Hoo Haven Wildlife and Education Center as one of its 2008 pro bono accounts. PR Etc. will oversee the public relations and marketing efforts, including:

- Development of a complete media kit and press packet to help the organization with media inquiries, sponsorships, and/or event development
- Identification of speaking events that the organization should pursue
- Creation of a fund development letter in support of the organization's capital campaign
- Coordination of media relations activities, which includes identifying and scheduling interviews, as well as coordinating articles

Hoo Haven, which operates just outside of Durand, helps North American wildlife and is the only organization of its type within 65 miles of the Rockford area. The organization helps animals and birds that have been orphaned or injured – which is all too common as development encroaches on areas once home to wildlife. It also takes part in numerous educational programs and helps students complete community service hours.

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.