

CONTACT: Rebecca Kopf
(608) 239-0745
(815) 282-9976
rkopf@pretc.net

PR Etc. is Chosen by LearningRx as Agency of Record

(ROCKFORD, IL) July 15, 2008 – PR Etc. announced that it has signed on as Agency of Record for LearningRx – Madison West. Among the functions PR Etc. will oversee are:

- Promoting special events
- Developing media visibility
- Upholding LearningRx as a valuable resource and expert
- Recommending marketing initiatives
- Scheduling pertinent speaking engagements

LearningRx helps students, seniors, those with learning disabilities, and many others by reinforcing the cognitive skills that are the foundation of learning. For more information on LearningRx, call (608) 316-1090 or visit <http://www.learningrx.com/madison-west>.

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 Madison, WI and Rockford, IL. For more information, visit www.pretc.net.