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PR Etc. Chosen by Heavenly Ham as Agency of Record

(ROCKFORD, IL) August 11, 2008 - PR Etc. announced that it has signed on as the Agency of Record for Heavenly Ham of Rockford.

Among the initiatives PR Etc. oversees for Heavenly Ham are developing and promoting special events, overseeing media relations, and creating marketing materials.

In addition to providing great family meals and packages, Heavenly Ham is a full service caterer that combines delicious food options with value to private, corporate, and not-for-profit events.

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.