



PR ETC.

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PR Etc. to Work with Lee and Bureau County Farmers to Promote Information Regarding Wind Farm Issues

Grassroots campaign asks farmers to consider the facts before they sign

Rockford, Ill. (February 12, 2010) – PR Etc. announced it will be heading up a grassroots effort with a group of Lee and Bureau County landowners regarding wind turbine issues. The group, named the Informed Farmers Coalition, will develop a campaign to spread awareness of all matters surrounding a farmer's rights with wind turbine companies.

PR Etc. will manage the marketing efforts for the coalition, focusing on the following tactics:

- Creation of marketing collateral such as yard signs, fact sheets, etc.
- Organization of meetings with farmers and other community officials
- Creation and distribution of press releases, letters to the editor, etc.

PR Etc. has worked on other grassroots campaigns, including the sales tax referendum in 2007 and other political campaigns.

“PR Etc. only works on campaigns that the firm strongly believes in,” said President Rebecca Kopf. “We are assisting the farmers in Lee and Bureau counties because we feel our expertise can help protect their land and interests.”

PR Etc. (www.pretc.net) is full-service public relations, event planning and marketing firm 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.

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