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### **J. Kyle Braid Leadership Foundation Hires PR Etc. for Marketing and Fund Development Activities**

**ROCKFORD, IL (May 18, 2010)** — The J. Kyle Braid Leadership Foundation selected PR Etc. to assist with its marketing and fund development activities. PR Etc. will help the J. Kyle Braid Leadership Foundation establish and build relationships with current and potential donors, program alumni and their parents.

The J. Kyle Braid Leadership Foundation is dedicated to teaching teens leadership skills so that they in turn may reach out to other teens and their peers. Each year 160 outstanding teens from 42 schools are selected to attend the week-long program held at the J. Kyle Braid Ranch in Villa Grove, Colo. While at the Ranch, the teens develop lasting friendships and the skills and confidence to make a difference and reach out to those in need.

PR Etc. ([www.pretc.net](http://www.pretc.net)) is a 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 Racine and Madison, WI.

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