



Contact:

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PR ETC. EXPANDS BUSINESS, OPENS OFFICE IN RACINE, WISCONSIN
New branch location marks firm's third office

ROCKFORD, IL (October 16, 2009) – PR Etc. (www.pretc.net), a full-service public relations, event planning and marketing firm, headquartered in Rockford, Illinois with an additional office in Madison, Wisconsin, recently opened its third branch office – this time in Racine, Wisconsin.

The new office, located at 2310 S. Green Bay Road, Ste. C286, will focus on client media relations, marketing and event planning needs from a local, regional, national and international perspective.

From local organizations to international firms, PR Etc. has developed and implemented customized programs to ensure a client's message is reaching its target audiences. The firm has a wide variety of clients ranging in business-to-business and business-to-consumer industries including retail, technology/biotech, financial services, manufacturing, non-profit, hospitality, agriculture, education, and professional services, among others.

“Our goal is to meet the needs of companies in Southeastern Wisconsin, gain exposure in a new market and continue our evolution of becoming a truly regional firm,” said Rebecca Kopf, President, PR Etc. “The expansion into the Racine/Kenosha market is another building block that will help us do an even better job of meeting our clients' needs.”

Additionally, in the last 12 months, PR Etc. formally developed two new divisions within its organization – Event Planning and Marketing. “While we've always provided special event and marketing services, we took a more formal step in organizing these offerings to clients,” Kopf said. “And we've seen tremendous growth in these areas.”

- 220 E. State Street, Ste. G-2 • Rockford, Illinois 61104 • 815.282.9976 •
- 4230 East Towne Blvd, Ste. 292 • Madison, Wisconsin 53704 • 608.239.0745 •
- 2310 S. Green Bay Road, Ste. C286 • Racine, Wisconsin 53406 • 262.880.6324 •
- Fax 815.282.9986 (*use for all office locations*) • www.pretc.net •



PR Etc. continues to offer strong media relations services to clients from a local, regional, national and international basis with ongoing client visibility in such media as *Wall Street Journal*, *BusinessWeek*, *Forbes*, among others.

PR Etc.'s Racine office phone number is (262) 880.6324. The Rockford headquarters number is (815) 282.9976.

About PR Etc.

PR Etc. (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, Madison, WI and Racine, WI.

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