



**PR ETC.**

PUBLIC RELATIONS • EVENT PLANNING • MARKETING

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## **PR ETC. TO ASSIST ROCKFORD CHAMBER WITH ITS PUBLIC RELATIONS AND MARKETING EFFORTS**

**ROCKFORD, IL (November 10, 2008)** — PR Etc. was recently selected to assist with media relations, marketing and event development activities for the Rockford Chamber of Commerce. PR Etc. will assist in building awareness of the Chamber's events by coordinating relationships with guest speakers and media sponsors, securing local media coverage and developing and implementing marketing strategies. PR Etc. has assisted the Chamber in building awareness for previous events including the Regional Business Expo, Legislative Reception and Minority Enterprise Luncheon.

The Rockford Chamber of Commerce is a 1,600+ member organization and the region's leading advocate for business growth. The Rockford Chamber works to benefit the community by leading in the promotion of economic growth, advocating for the interests of business and providing service and educational opportunities that help their members grow.

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 Madison, WI.

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