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### **Pr Etc. Hired To Assist With Communications and Strategy For Rail Coalition Campaign**

**ROCKFORD, IL (August 17, 2009)**—PR Etc. was hired to manage media relations, social media, speaker's bureau and collateral development for the Northwest Illinois Blackhawk Express rail coalition. These activities will be implemented to drive awareness and educate the public on the coalition's goal to collect signatures of support for bringing Amtrak passenger rail from Dubuque to Chicago, with stops in Galena, Freeport, Rockford and Belvidere.

PR Etc. has developed several social networking pages for the Blackhawk Express, including a Facebook page with more than 1,200 fans, a LinkedIn group and Twitter account. Along with ongoing media relations and communications activities, the firm has also assisted in the development of a PSA and testimonial videos that are available online at the Blackhawk Express website, [www.bringrail.com](http://www.bringrail.com), as well as its Facebook page.

The Blackhawk Express Rail Coalition developed its roots as part of the Tri-State Alliance initiative, which is a regional partnership of chambers of commerce, economic development organizations and metropolitan planning organizations representing northwest Illinois, northeast Iowa, and southwest Wisconsin. The Belvidere Chamber of Commerce, Freeport Chamber of Commerce, Galena Chamber of Commerce, Rockford Area Realtors, Rockford Chamber of Commerce, and Dubuque economic development organizations are all part of the Alliance and have been joined by residents, elected officials and other invested community and business groups in this grassroots partnership to advocate for an investment in and return of passenger rail service to the Tri-State area.

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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