



PR ETC.

PUBLIC RELATIONS • EVENT PLANNING • MARKETING

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PR ETC. CHOSEN TO LEAD MEDIA RELATIONS, MARKETING FOR XL ACADEMICS

ROCKFORD, IL (April 17, 2009) – PR Etc., a full-service public relations, event planning and marketing firm with offices in Rockford and Madison, WI, has been selected to oversee public relations and marketing initiatives for XL Academics, a cooperative, internet-based educational venture between institutions of higher learning and employers.

XL Academics offers a unique opportunity for high school and college students and professionals transitioning careers or re-entering the work force to gain valuable, individualized mentorship from professionals in diverse fields in order to gain the necessary skills to successfully search for and obtain employment.

As XL Academics' public relations and marketing firm, PR Etc. will work to:

- Communicate founder Excell Lewis III's expertise to local, regional and national media outlets
- Spread awareness and benefits of XL Academics through media relations
- Coordinate mentor- and student-focused campaign initiatives
- Implement Speaker's Bureau

"We are honored to be able to create awareness of this new, unique organization and the wonderful benefits it offers both students and career professionals," PR Etc. President Rebecca Kopf said.

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 and Madison, WI.

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