



PR ETC.

PUBLIC RELATIONS • EVENT PLANNING • MARKETING

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PR Etc. Honored with Chamber's Small Business of the Year Award
Public relations, marketing and event planning strategy bring clients success

Rockford, IL (October 2, 2008) – PR Etc., a public relations, marketing and event planning firm that assists clients locally and nationally; enthusiastically accepted the Rockford Chamber of Commerce's Small Business of the Year award this morning at a breakfast at the Clock Tower Resort. PR Etc. was awarded for its growth from a one-person start-up to a five-person staff within 5 years, for its dedication to client services, community involvement and commitment to downtown Rockford.

"We are honored to receive such a prestigious community award," said PR Etc. President Rebecca Kopf. "We are extremely blessed with the opportunities we have had to grow in staff and in the services we offer to our clients."

PR Etc. began in 2003 as a start-up business by Rebecca Kopf, who previously managed public relations activities for companies such as HP (formerly known as Compaq) in Houston, and at DocuLabs in Chicago. Last year business grew by 52%, and is on track to grow by at least that percentage in 2008. Currently the firm assists clients in the following areas: financial, publishing, nonprofit, educational, healthcare and election campaigns.

"We truly thank the clients we work with, especially Savant Capital Management, who nominated us for this award," said Kopf. "We love helping our clients grow through the work we do for them."

PR Etc. is located at 220 E. State St., Rockford. To find out more information about the client services it offers, call 815.282.9986 or log on to www.pretc.net.

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