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FOR IMMEDIATE RELEASE

PR Etc. Hired to Manage *Rockin' Summer* Leisure Marketing Campaign

Rockford, IL (May 25, 2004) – PR Etc., a full-service public relations and marketing company in Rockford, IL, was recently hired to oversee the *Rockin' Summer* leisure marketing campaign. PR Etc. will manage the program's public relations initiatives, package development, and presenting partner communications.

Rockin' Summer is a summer-time leisure marketing and local awareness campaign designed to enhance and highlight all that Illinois' Rockford Region has to offer from Memorial Day weekend through Labor Day weekend and it is coordinated by a coalition of public and private sector partners. *Rockin' Summer* partners include: Centre Events, City of Rockford, On the Waterfront, Inc., Rockford Area Convention & Visitors Bureau, and Rock Valley College.

About PR Etc.

PR Etc. (www.pretc.net) is a full-service public and media relations company 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.