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**FOR IMMEDIATE RELEASE**

**PR Etc. Hired to Manage Outline/Content Update for  
YMCA Rock River Valley Web Site**

**Rockford, IL (March 4, 2005)** – The YMCA of Rock River Valley has selected PR Etc. ([www.pretc.net](http://www.pretc.net)), a full-service public relations and marketing company in Rockford, IL, to oversee the development and content for its updated web site.

**About PR Etc.**

PR Etc. ([www.pretc.net](http://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.