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RSO Hired PR Etc. to Oversee Public Relations for Time for Three Performance and Young Professionals Reception

Rockford, IL (March 9, 2008) – PR Etc., Inc., a full-service public relations and marketing company in Rockford, IL, was recently hired by the Rockford Symphony Orchestra to oversee the public relations activities for March 8, 2008 performance by Philadelphia-based jazz trio, Time for Three, as well as a post-performance networking event for young professionals.

To promote the Time for Three performance, PR Etc. orchestrated a news conference for the performance and post-concert networking reception, and managed an aggressive word-of-mouth campaign designed to attract Rockford-area young professionals to the events.

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. PR Etc. has offices in Rockford, IL and Madison, WI.