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Oregon Park District Chooses PR Etc. as Agency of Record

July 2, 2008 (ROCKFORD, IL) – PR Etc. announced today it has signed on as Agency of Record for the Oregon Park District. Among the functions PR Etc. will oversee are:

- Promoting all special events such as the summer concert series
- Coordinating efforts to collaborate with community partners
- Managing all advertising placement
- Generating revenue through advertising and sponsorship opportunities

The Oregon Park District offers a variety of programs and classes for children, families, adults and seniors all year long. For more information about the Oregon Park District and its programs, please visit www.oregonpark.org or call (815) 732-3101.

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.