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**PR ETC. TO OVERSEE PUBLIC RELATIONS EFFORTS FOR
COMMUNITY COLLABORATION INC.**

ROCKFORD, IL (August 4, 2008) - PR Etc. was recently selected to manage and implement the public relations on a national level for Community Collaboration Inc. (CCI). Among the activities PR Etc. will oversee are increasing the organization's awareness through national media relations activities, securing conference speaking engagements for CCI representatives, and managing the organization's thought leadership initiatives.

CCI, the first organization of its kind in Illinois, provides intuitive tools and methods that enable collaboration among human service providers to transform their approach to delivering their services by allowing the organizations to work together to increase efficiencies and maximize resources. CCI provides communities a common and collaborative solution required to deliver a system of sustainable change.

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.