



PR ETC.

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PR Etc. Teams up with Legato Marketing & Communications to Launch Communitywide Campaign for Platteville's Southwest Health Center

ROCKFORD, IL (December 28, 2010) — PR Etc. (www.pretc.net) worked with Legato Marketing & Communications (www.golegato.com) to help launch a communitywide fitness program with Southwest Health Center, the leading health source in Platteville, Wisconsin.

Southwest Health Center's program, "Heart of the Community" gave local residents the tools for a better, healthier life. PR Etc. oversaw the public relations and event implementation in bringing nationally recognized speaker and nutrition expert, Zonya Foco, to Platteville for internal hospital presentations and the sold-out crowd at a communitywide event.

PR Etc. (www.pretc.net) is a full-service public relations, event planning and marketing firm 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 Racine and Madison, WI.

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