



**PR ETC.**

PUBLIC RELATIONS • EVENT PLANNING • MARKETING

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### **PR Etc. Hired As Event Coordinator For RAEDC Annual Dinner**

**ROCKFORD, IL (January 5, 2010)**—PR Etc. was selected to assist with on-site coordination, event logistics and media relations for the Rockford Area Economic Development Council's annual dinner on December 2, 2009 at Giovanni's. As the event coordinator, PR Etc. oversaw activities relating to attendee registration, revenue tracking, coordination with venue and media relations.

PR Etc. also worked with the RAEDC staff and provided on-site support. More than 700 people attended the event.

The primary role of the Rockford Area Economic Development Council is to enhance wealth creation in the Rockford Region by marketing the area and helping employers retain and create quality jobs. The RAEDC works closely with many partners to serve as a one-stop resource for clients, to improve the competitiveness of the region, and to engage the community in the work of economic development.

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

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