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PR Etc. Oversees 100 Men Who Cook Event and Design on Our Dime Raffle for The Literacy Council

Rockford, Ill. (June 6, 2011) – PR Etc. is proud to announce that 100 Men Who Cook, the fundraising event benefiting The Literacy Council, reached one of the largest crowds for this, its 22nd year. More than 650 guests attended 100 Men Who Cook, which hosted more than 120 chefs, and was held at the Indoor Soccer Center, its fourth year at this location. In conjunction with the event this year, an inaugural “Design On Our Dime” raffle was held; the winning ticket holder received a kitchen remodel worth \$18,000 or a \$7,500 cash prize.

The Literacy Council looked to PR Etc. for help in elevating an already popular event to new heights. “PR Etc.’s expertise in event planning was crucial in its success,” said Cindy Waddick, executive director of The Literacy Council. “After 22 years it’s important that we keep the event fresh and exciting so our patrons will continue to attend. PR Etc. helped us put on an amazing event which will help fund our programs and services. We couldn’t be more pleased with the results.”

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 Madison and Racine, WI.

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