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PR Etc. Team Member Joins YWCA of Rockford Board

ROCKFORD, IL (December 13, 2011) — PR Etc. today announced that Account Executive Kylie Crull has joined the board of directors for the YWCA of Rockford. The position is a three-year term.

Crull joined PR Etc. in June 2008 and works with a variety of local, regional and national clients in the financial, nonprofit, B2B and consumer industries. She earned her Bachelor's degree in public relations from Drake University in Des Moines, Iowa.

The YWCA is the oldest and largest multicultural women's organization in the world. It has more than 25 million members in 122 countries, including 2 million members in 300 local associations in the United States. The YWCA's mission is to eliminate racism and empower women. They provide safe places for women and girls, build strong women leaders, and advocate for women's rights and civil rights in Congress.

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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