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PUBLIC RELATIONS • EVENT PLANNING • MARKETING

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Crull Named to River District Association Board of Directors

Rockford, IL (April 24, 2011)—Kylie Crull, account executive at PR Etc., was selected to serve on the board of directors of the River District Association. The River District Association is a membership based organization with a mission to promote a growing, thriving, prosperous business and residential community in Rockford's downtown neighborhood.

Crull joined PR Etc. in 2008. In her role as an account executive, she is responsible for meeting diverse client needs, including media relations, marketing, fundraising and event management.

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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