



PR ETC.

PUBLIC RELATIONS • EVENT PLANNING • MARKETING

220 East State Street, Suite G-2
Rockford, Illinois, 61104
815.282.9976 Fax 815.282.9986
www.pretc.net

Contact:
Rebecca Kopf
PR Etc.
(815) 282.9976

Applied Ecological Services Hires PR Etc. for Regional and National Public Relations

ROCKFORD, IL (March 18, 2011) — Applied Ecological Services (AES) selected PR Etc. to assist in gaining regional and national publicity on the company's connection to Super Bowl XLV. AES designed a conservation plan for the land surrounding Dallas Cowboys Stadium. PR Etc. helped AES share its story and gain visibility at the national level through media exposure, including an article in National Geographic.

Established in 1978, AES offers comprehensive and coordinated expertise in ecological science, sustainable civil engineering, landscape architecture and GIS. In 2005, AES was hired to develop a conservation plan for Johnson Creek, a flood-prone area that divides the Dallas Cowboy Stadium and the Amerquest Field/Texas Rangers Stadium. Today an approximate one-mile stretch of Johnson Creek between the two sports venues is now a beautiful path and creek meandering through the area, which also includes recreational features such as a bike trail and pedestrian bridge connecting the two facilities.

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.

###