



PR ETC.

PUBLIC RELATIONS • EVENT PLANNING • MARKETING

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Rockford Spine Center Hires PR Etc. for Public Relations and Marketing Efforts

ROCKFORD, IL (July 26, 2011) — Rockford Spine Center selected PR Etc. to assist with its public relations, marketing and advertising activities. PR Etc. will help Rockford Spine Center gain visibility at the local, regional and national level through media exposure. PR Etc. will also assist the company with developing its brand and advertising activities.

Rockford Spine Center is the only facility in Northwestern Illinois dedicated exclusively to spinal care. It has the combined expertise of three fellowship trained spine surgeons, a Mayo Clinic trained physiatrist and a general orthopedic surgeon.

Rockford Spine Center's team of experts uses a multidisciplinary approach to treat the most complex spinal cases. They have an advanced understanding of the spine and specialize in both surgical and non-surgical spinal disorders.

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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