



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

PR Etc. Provides Training to Executives at Black River Memorial Hospital

ROCKFORD, IL (January 3, 2011) — PR Etc., a full-service public relations, event planning and marketing firm, was recently hired by Black River Memorial Hospital to provide presentation and media training to its senior executives.

Black River Memorial Hospital, based in Black River Falls, Wisconsin, is a full-service hospital offering an Emergency Department, Surgical Services, Family Beginnings Birthplace, Diagnostic Imaging, Rehabilitation, Dialysis, Laboratory, and Hospice Care.

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.

###