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### **PR Etc. Team Member Joins Golden Apple Foundation Board**

**ROCKFORD, IL (October 25, 2011)** — PR Etc. today announced that Account Executive Michelle Polivka has joined the board of directors for the Golden Apple Foundation. The position is a two-year term, which began in August 2011. She will be sharing her public and media relations experience with the board as a member of the communications committee.

Polivka has more than 12 years of media and public relations experience. She joined PR Etc. in October 2010 and previously worked in the corporate communications department of the former AMCORE Bank. Polivka earned her Bachelor's degree in broadcast journalism from the University of Illinois at Urbana-Champaign.

Golden Apple Foundation is a volunteer-driven organization that celebrates, inspires and supports educational excellence in our community. Since 1997, the Golden Apple Foundation has grown from honoring teachers in one school district to honoring teachers, principals and volunteers in more than 150 schools, both public and non-public, in Winnebago and Boone counties. Today, the Golden Apple Foundation continues its mission through four core programs: Awards & Recognition, Teacher Academy, Classroom Grants and Community Engagement. The Foundation operates on the generous financial support of community businesses and individuals, as well as the more than 400 volunteers that donate their time and effort to make these programs successful each year.

PR Etc. ([www.pretc.net](http://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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