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PR Etc. Hires Cassi Steurer to Join Team

Rockford, Ill. (June 6, 2011) – PR Etc. today announced it has hired Cassi Steurer as an account executive. Steurer, who started her new role on June 1, is responsible for assisting clients with strategic planning, event planning, writing and media relations at the local, regional and national level.

Steurer has more than 15 years of corporate communications, marketing and public relations experience in the financial, higher education and health care industries. She most recently was with Omnia Marketing and Design.

Steurer earned her Bachelor's degree in Public Relations from Illinois State University in Normal, Illinois. Her paper, *How To Make Your Website A Hit*, a graduation requirement for the American Bank Association (ABA) School of Bank Marketing and Management was published by the ABA.

"Cassi's experience in the communications field within a variety of industries will be a great asset to our team," said PR Etc. President Rebecca Kopf.

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 Madison and Racine, WI.

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