



PR ETC.

PUBLIC RELATIONS • EVENT PLANNING • MARKETING

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Reno & Zahm LLP Hires PR Etc.

ROCKFORD, IL (January 27, 2012) — Reno & Zahm LLP, a highly regarded law firm located in Rockford, has retained PR Etc. to implement its public relations strategies. Since its founding in 1923, Reno & Zahm LLP has represented a diverse client base providing comprehensive legal services over a wide range of practice specialties.

PR Etc. will work with Reno & Zahm to further establish its brand reputation, provide media training and develop the firm's messaging to a wide range of audiences.

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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