



PUBLIC RELATIONS • EVENT PLANNING • MARKETING

Contact:

Rebecca Kopf, PR Etc.

815-282-9976

PR ETC. HELPS BROWN WIN PARK BOARD ELECTION

ROCKFORD, IL (April 8, 2009) – PR Etc., a full-service public relations, event planning and marketing firm with offices in Rockford and Madison, WI, recently celebrated helping Chuck Brown win a seat on the Rockford Park District Board of Commissioners.

PR Etc. coordinated Brown's marketing and public relations efforts, including:

- A website, www.brownforparks.com
- Inserts and advertisements for two Rockford newspapers
- A unique, standout campaign logo
- An interactive Facebook page and blog
- A series of open houses and meetings to connect with voters

Notably, the company ensured Brown, the director of new media at Rockford College, led the way with viral marketing. Brown was the only Park Board candidate to incorporate a website and social media into his campaign.

"One of the things I felt was important was that the campaign be professional and make use of new media. It has done both," Brown said. "In so many ways, we set the pace for this campaign in our tactics, and it makes me feel proud we were in the forefront. (PR Etc.) met and exceeded my expectations and I am most appreciative."

This is Brown's first elected position in Rockford; previously, he served 16 years on the Schofield (Wis.) City Council. Brown garnered the most votes of any Rockford Park District Board candidate and will serve a six-year term.

About PR Etc.

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, WI.

###