



PR ETC.

PUBLIC RELATIONS • EVENT PLANNING • MARKETING

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PR ETC. COMPLETES SECOND SUCCESSFUL MORRISSEY FOR MAYOR CAMPAIGN

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 its second successful campaign for Rockford mayoral candidate Larry Morrissey.

PR Etc. coordinated Morrissey’s marketing and public relations efforts to help him win a landslide re-election over three other candidates. The company notably led the campaign’s viral marketing, including a popular and interactive Facebook page that incorporated regular videos and updates to keep supporters and voters abreast of key issues, events and voting information.

“We were honored to work with Mayor Morrissey again and proud that we were able to lead community conversations and inspire excitement among voters by taking advantage of social media,” PR Etc. President Rebecca Kopf said. “This campaign’s success is a significant achievement in moving the city of Rockford forward on both a state and national level.”

PR Etc. also worked with the Morrissey campaign in 2005, when Morrissey became the first independent mayor of Rockford.

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.

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