



PUBLIC RELATIONS • EVENT PLANNING • MARKETING

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Rockford Youth Initiative, Inc. Chooses PR Etc. to Manage Public Relations Efforts

Rockford, IL (July 21, 2009) – Rockford Youth Initiative, Inc. has selected PR Etc. to assist in carrying out its public relations and marketing goals. Rockford Youth Initiative, Inc. (RYI) is the organization that creates programming for at-risk youth that utilize the NCenter.

PR Etc. will assist RYI with boosting awareness throughout the community of the organization's programs to encourage participation from youth, and will spread the word throughout the business community of its needs for donations and funding.

"The Rockford Youth Initiative is making strides in assisting at-risk teens in our community," said Rebecca Kopf, President, PR Etc. "We are eager to assist them with the success of the much-needed programming."

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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