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PR ETC. CHOSEN TO LEAD MEDIA RELATIONS RECOGNIZING 25TH ANNIVERSARY OF SAMCO PROMOTIONAL PRODUCTS

ROCKFORD, IL (July 23, 2009) – PR Etc., a full-service public relations, event planning and marketing firm with offices in Rockford and Madison and Racine, WI, has been selected to oversee public relations and marketing initiatives for the 25th anniversary of SAMCO Promotional Products.

SAMCO, a promotional marketing company based in Machesney Park, is a multi-award-winning premiere source for promotional products, branded merchandise, logo merchandise, executive gifts, trade show giveaways, awards, premiums, incentive programs, safety programs and corporate apparel. SAMCO provides more than 900,000 products and also offers sophisticated custom-designed promotional products. The company was recently named “Best of Machesney Park” by the US Commerce Association and in 2007 was named “Small Business of the Year” by the Rockford Chamber of Commerce.

As SAMCO’s public relations and marketing firm, PR Etc. will work to:

- Communicate president and founder Norma Polcek’s expertise to local, regional and national media outlets
- Spread awareness of SAMCO through media relations
- Coordinate events and visibility related to the company’s 25th anniversary celebration

“We are honored to be able to work with a company that has served as an example for small businesses everywhere for a quarter of a century,” PR Etc. President Rebecca Kopf said.

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, Madison, WI and Racine, WI.

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