

Non-Profit Organizations to Receive \$25K in Free PR Grants and Marketing Support

Los Angeles PR Firm to Donate Services to Worthy Causes

LOS ANGELES, Calif., Oct. 1 (SEND2PRESS NEWSWIRE) – Neotrope®, a brand identity, PR, and marketing firm established Jan. 1983, is donating \$25,000 in free public relations and newswire services to worthy non-profit and charitable organizations to celebrate its 25th anniversary. Neotrope previously donated \$25K worth of services in 2000, and \$22K in 2005; and has provided discounted or free services to various non-profits for more than 20 years. Organizations may apply for this program starting today.



Send2Press Newswire

“This is our way of supporting some of the numerous smaller organizations we feel need help to ‘get the word out’ about their efforts,” said Neotrope CEO and co-founder, Christopher Simmons. “Many smaller non-profits have been suffering from lower revenues this year, due to the economy; and it’s been harder than ever for some orgs to raise awareness. We’ve always taken corporate social responsibility very seriously, and it gives all of us here a warm and fuzzy to do what little we can to give something back to worthwhile causes.”

Neotrope, and its division Send2Press® Newswire (www.Send2Press.com), have previously sponsored art benefits contributing to aid efforts for the homeless in Chicago, groups providing environmentally sustainable housing in areas of the world where disaster has left people without adequate shelter; and to orgs who raise money for Tanzanian AIDS orphans. Neotrope also sponsors entertainment events as diverse as Apple QuickTime shows, and both-coasts music showcases for indie bands, including the LAMN Jam series presented by the Los Angeles Music Network.

Non-profit organizations may apply for free services starting October 1st, through November 12th, 2008. Organizations will be selected as applications are received, and the amount donated to each selected non-profit will vary. Half of the grants will be provided to California-based non-profits, who will receive additional promotional assistance through California Newswire®. Additionally, all 501(c)(3) organizations automatically qualify for a 20% service discount. Finally, all qualified applicant organizations will be

entered into a drawing to win a new One Laptop Per Child (OLPC) notebook which can be used for fund-raising purposes.

All selected organizations will have the option to set-up a free eMediaKit™ and PRtrax™ news reader-tracking account.

The 2009 Neotrope PR grant application can be found at www.Send2Press.com/non-profit/index.shtml.

Past recipients of the PR grant program include the Native Voices Foundation (www.nativevoices.org and www.snow-riders.org). “Thank you so much for putting Native Voices Foundation under your wings and on the U.S. map as never before,” said Suzy Chaffee (“Chapstick”), Olympian, and Co-chair of NVF. “Your encouragement, savvy coaching, and access to the major newspapers in America, has been priceless in getting out our message.”

About Neotrope®

Since 1983, Neotrope (www.neotrope.com) has been helping small-to-medium businesses and entertainment companies establish their brand and grow revenue. The Neotrope marketing team includes Christopher Laird Simmons, who is an award-winning designer, photographer, musician and digital artist. He is a member of the Public Relations Society of America (PRSA), Graphic Artists Guild, and ASCAP. Simmons has been widely interviewed by publications as diverse as Entrepreneur, Chicago Post Tribune, PCWorld, and TrendWatch. Other team members include accredited public relations professionals, working journalists and broadcast veterans.

About Send2Press Newswire

Send2Press® offers best-in-class affordable Direct-to-Editors™ news distribution and alternative placement of news content to improve its “persistence” versus the traditional one-shot approach. In addition to sending news directly to working journalists, print and broadcast media, Send2Press places news into social networks and deep into search engines using proprietary ContextEngine(R) press release optimization technology developed in 1997. For more information on Send2Press, visit:
<http://www.Send2Press.com>.

Jan. 2005 grant announcement:
<https://www.send2press.com/newswire/2005-01-0128-002.shtml>

Aug. 2000 grant announcement:
http://www.neotrope.com/text/news_PR_00-0802.shtml

Additional news about non-profit organizations:
<https://www.send2press.com/newswire/non-profits.shtml>.

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News issued by: Neotrope



Original Image: https://www.send2press.com/wire/images/08-0425-Neotrope_72dpi.jpg

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Original Story ID: (4336) :: 2008-10-1001-001

Original Keywords: Neotrope public relations USA, Christopher Simmons, pr grants for nonprofit organizations, pr expert, press release optimization, Chris Simmons, grant, free, non-profits, California, national, economy, newswire services, press release writing, wire, web, net, US, USA, corporate social responsibility, eMediaKit, PRtrax Neotrope