

Nonprofit Partners with PR Company and Gains International Attention

WARRINGTON, Pa., Dec. 9 (SEND2PRESS NEWSWIRE) – Last year Special Equestrians was one of 10 nonprofits chosen from nearly 600 applicants to receive part of \$25,000 in PR service grants. “We’ve always taken corporate social responsibility very seriously, and it gives all of us here a warm and fuzzy feeling to do what little we can to give something back to worthwhile causes,” said Neotrope CEO and co-founder, Christopher L. Simmons. “We learned many years ago that it was better to donate our expertise than simply writing checks, as it provided more real support for the non-profit organization.”

“We have appeared in local print and Websites such as Business Week, and Therapy Times, and even Live Strong – but without a doubt the biggest thrill has been seeing our name published in ‘Frommer’s Guide to 500 Places Where You Can Make a Difference,’” said Tammy Westney, Executive Director of Special Equestrians.

“We had just sent out a press release with Neotrope about volunteers doing projects at our agency during Earth Week, when we received a call from Frommer’s Guides asking if we would like to be listed. I said we would be thrilled, and we are. Neotrope has done more to raise our profile than we could have ever imagined, and we thoroughly enjoyed working with them!”

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 is led by Christopher Laird Simmons, who is an award-winning designer, photographer, musician, digital artist and PR pro. Other team members include accredited public relations professionals, working journalists and broadcast veterans. Simmons is a member of the Public Relations Society of America (PRSA), and ASCAP, and has been working in the PR field since 1981. Simmons has been widely interviewed by publications as diverse as Entrepreneur, Chicago Post Tribune, PCWorld, Produce Merchandising, and TrendWatch.

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About Special Equestrians:

Special Equestrians, a Forbes Enterprise Award winner, is a 501(c)3 non-profit Therapeutic Riding Program located at 2800 Street Road in Warrington, Pennsylvania. Their mission is to improve the physical, mental, and emotional well being of individuals with disabilities through the equine experience. Founded in 1982 Special Equestrians has grown from a one horse, one rider, one volunteer program to a thriving organization with 9 horses, 17 staff

members, and over 100 volunteers serving 125 children and adults with emotional, mental and physical disabilities each year.

For more information please call 215-918-1001, or visit www.specialequestrians.org.

IMAGE FOR MEDIA:

* 4x5 300dpi image download link:

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* Caption/Cutline: Special Equestrians staff.

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