

Neotrope Celebrates 27th Anniversary by Offering PR Adoption and Discounts Program for U.S. Non-Profit Orgs

TORRANCE, Calif., May 3 (SEND2PRESS NEWSWIRE) – Neotrope today announced it has, as part of the company's 27th anniversary this year, expanded its discount program for U.S.-based non-profit organizations "doing good," and also started to "adopt" some very worthwhile causes where services are provided at no cost. Neotrope will provide discounts of 27% to 50% off to those charitable organizations needing assistance with public relations and marketing. Neotrope's Send2Press® Newswire service will be providing the discounts on targeted news distribution, press release writing, and online promotion solutions.

"Due to the economy last year we were unable to provide our PR Grants Program in 2010," said Neotrope CEO Christopher Simmons. "Thankfully, things are picking up, so we will be able to offer the grant program again for 2011, but in the meanwhile we're extending these substantial discounts on our services to help non-profits 'get the word out' about their activities. We also hope to be able to 'adopt' a few very worthwhile groups and provide services at no cost as a corporate sponsor."

Neotrope has already "adopted" both the Starlight Children's Foundation, and the Paws of Life Foundation as part of this year's adoption program.

For more information on the free discount program for non-profits, visit: www.Send2Press.com/nonprofit.shtml.

About Neotrope:

Established in 1983 by creative guru Christopher Laird Simmons (a member of ASCAP and PRSA), and best-selling author J.L. Simmons, PhD, Neotrope® is a privately held company involved in brand marketing as well as entertainment publishing. Neotrope (www.neotrope.com) was an Inc. 5000 company in 2009, and is an accredited member of the BBB with an A+ rating. The company has provided discounted services for non-profits for more than two decades, sponsors numerous worthwhile causes, and offers a semi-annual (not every year) PR Grants program.

About Send2Press:

Celebrating its 10th anniversary in 2010, Send2Press (a service of Neotrope) offers best-in-class affordable Direct-to-Editors™ news distribution to working print and broadcast media, but also online and social media, and deep into search engines using proprietary ContextEngine® technology. Send2Press is unique because it was the first wire service with staff entirely comprised of accredited public relations professionals, published authors, working journalists, and marketing experts.

For more information about Neotrope's Send2Press services for non-profit

orgs, and for small to medium business promotion, visit: www.Send2Press.com .

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