

Donors to Children Awaiting Parents Charity during July Rewarded with Free Press Release Distribution and Small Business Promotion

NEW YORK, N.Y., July 9 (SEND2PRESS NEWSWIRE) – Neotrope recently “adopted” Children Awaiting Parents™ as one of its premier charity program recipients. Throughout the month of July as part of the adoption program, when a donor gives \$50 or more to Children Awaiting Parents (CAP) they will have the opportunity to issue a free national online press release through Neotrope’s Send2Press® Newswire service, which is syndicated worldwide and also appears on many top news sites and social networks in the Neotrope News Network, which generates nearly 20 million page views per month.

“This program rewards individuals and/or companies for being CAP donors,” said Neotrope CEO, Christopher Laird Simmons; a member of PRSA and ASCAP. “Small businesses especially have something to promote, and if you make a donation to CAP, you get an opportunity to publicize your company. Or, an individual can promote a book, blog, music CD, or whatever newsworthy event or endeavor you may want to publicize; and you get to help a very worthwhile cause at the same time.”

Donors will have until July 31, 2010 to make a qualifying donation at childrenawaitingparents.org/CAPNEODonate.asp. If they choose to donate \$100 or more, donors will have the option to choose other Send2Press services at a discount (such as \$100 off of a nationwide targeted media blitz). Neotrope’s Send2Press services can be utilized no sooner than 3 working days from the confirmed date of the donation and no later than October 1, 2010 (subject to all terms/limitations).

“We are so grateful to be a part of this program,” said Pat Burks, Associate Director of Children Awaiting Parents. “Having had the opportunity to work with Neotrope/Send2Press for the past year and a half, we know first-hand the value of their services. Through this program others can benefit from their expertise. Individuals and companies get the benefit of their national PR services and Children Awaiting Parents receives donations to help our efforts to find adoptive homes for children in foster care.”

About Neotrope:

Since 1983 Neotrope has provided affordable targeted news dissemination Direct-to-Editors™, professional press release writing, and agency of record services to small and medium businesses, along with services like photography, graphic design, Web development, and search engine optimization and marketing. The company pioneered the concept of search optimization of press release content back in 1997. Neotrope® is a registered trademark in the U.S. and other countries.

About Send2Press:

Celebrating its 10th anniversary this year, Send2Press (www.Send2Press.com) offers best-in-class affordable news distribution directly to print and broadcast media, online and social media, and deep into search engines using Neotrope's ContextEngine® technology. Send2Press was the first newswire service with staff entirely comprised of working journalists, published authors, and accredited PR professionals.

About Children Awaiting Parents:

Children Awaiting Parents, Inc. (CAP) is a national, nonprofit 501(c)(3) organization governed by a volunteer board of directors. For 38 years, CAP has been dedicated to finding adoptive homes for America's waiting children.

CAP's mission is to recruit foster and adoptive families across the United States for children who have been waiting the longest for a family. Our waiting children are often older, minorities, sibling groups who wish to be placed together, or children with emotional, mental and/or physical disabilities – children who are typically categorized as “special needs” or “hardest to place.” More information: www.childrenawaitingparents.org.

News issued by: Children Awaiting Parents



Send2Press® Newswire

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Alternate Headline: Make a donation to Children Awaiting Parents non-profit in July and get free publicity for your small business

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