

# Neotrope Celebrates 28th Anniversary by Offering PR Grants and Discounts Program for U.S. Charitable Organizations

TORRANCE, Calif., Jan. 3 (SEND2PRESS NEWSWIRE) – Neotrope today announced it has, as part of the company's 28th anniversary this year, expanded its discount program for U.S.-based non-profit organizations "doing good," and also pre-announced the 2011 Neotrope PR Grants program. California-based Neotrope will provide discounts of 28% off to those charitable organizations needing assistance with public relations and online 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 the two last years 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 will be announcing our 2011 PR Grants Program over the next week."

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

Information on the 2011 PR Grant Program will be posted to the above page on/about Jan. 6, 2011. The grants program will provide over \$28,000 in value services to applicants chosen.

A list of the 2009 PR Grant Program recipients can be found at: <https://www.send2press.com/newswire/2008-12-1212-001.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](http://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 11th anniversary in 2011, Send2Press (a service of Neotrope) offers best-in-class affordable Direct-to-Editors™ news distribution to working print and broadcast media, plus online media and social networks, 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](http://www.Send2Press.com) . To view the Send2Press Newswire daily news portal for journalists, visit: <http://Send2PressNewswire.com> .

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