

Nonprofit PR Grants Program for 2011 announced by Neotrope

LOS ANGELES, Calif., Jan. 7 (SEND2PRESS NEWSWIRE) – Neotrope®, a brand identity, PR, and marketing firm established Jan. 1983, is donating \$36,000 in free public relations and newswire services to worthy non-profit and charitable organizations to celebrate its 28th anniversary. Neotrope previously donated \$25K worth of services in 2009, 2005 and 2000. In 2010, Neotrope “adopted” various charities in lieu of providing the PR Grant program, and has provided discounted or free services to various non-profits for almost 30 years. Organizations may apply for this program starting today.

“This PR Grant program is our way of supporting some of the numerous smaller organizations we feel need ongoing help to ‘get the word out’ about their worthwhile efforts,” said Neotrope CEO and co-founder, Christopher Simmons. “Many smaller non-profits have been suffering from lower revenues the past couple of years, due to the economy and less visibility than some of the larger charities with Fortune 500 sponsors; and it’s been harder than ever for these orgs to raise awareness. We’ve always taken corporate social responsibility very seriously, and we decided many years ago that it was better to use our expertise to help these causes versus simply writing them a small donation check.”

Neotrope, and its service 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 AIDS orphans.

Non-profit organizations may apply for free services starting January 7th, through February 10th, 2011. Organizations will be selected as applications are received, and the amount donated to each selected non-profit will vary, but typically \$3600 in services per recipient (this is not a cash grant). Three 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 28% service discount.

The 2011 Neotrope PR Grant application can be found at <http://www.Send2Press.com/non-profit/index.shtml> .

Past recipients of the PR grant program include Children Awaiting Parents, Girls Write Now, Paws of Life Foundation, Special Equestrians, The Starlight Children’s Foundation, The Native Voices Foundation, World Savvy, and many others.

About Neotrope:

Since 1983, Neotrope (www.neotrope.com) has been helping small-to-medium businesses, non-profits, and entertainment companies establish their brand

and grow revenue. Neotrope was an Inc. 5000 listed company in 2009. 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), and ASCAP. Simmons has been widely interviewed by publications as diverse as Entrepreneur, Chicago Post Tribune, PCWorld, Monster.com, 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™ press release optimization technology developed in 1997. Originally launched as MindsetNetwire in 1997 exclusively for Neotrope’s corporate clients, the service became Send2Press in 2000. 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.

2009 PR Grants Recipient announcement:

<https://www.send2press.com/newswire/2008-12-1212-001.shtml> .

2009 PR Grants announcement:

<https://www.send2press.com/newswire/2008-10-1001-001.shtml> .

2005 Grant announcement:

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

2000 Grant announcement:

http://www.neotrope.com/text/news_PR_00-0802.shtml .

Additional news about non-profit organizations, causes, and corporate social responsibility:

<https://send2pressnewswire.com/news/nonprofit-newswire> .

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