

The Bob Moog Foundation is Recipient of 2011 Non-Profit PR Grants Program

LOS ANGELES, Calif., March 2 (SEND2PRESS NEWSWIRE) – Neotrope is honored to make The Bob Moog Foundation its fourth chosen recipient for 2011 of its semi-annual Non-Profit PR Grant Program. With this commitment, Neotrope aligns itself with The Bob Moog Foundation’s mission to educate and inspire children and adults through the power and possibilities of electronic music and intersection of music, science and innovation.

As part of this grant program, Neotrope® is providing PR solutions, news dissemination (through its Send2Press® Newswire service), and search marketing for The Bob Moog Foundation to help raise awareness to both media and the public regarding their efforts in education, archiving and restoring Dr. Moog’s works, and Moogseum fundraising efforts. Part of the Foundation’s mission is to protect and restore the Bob Moog Archive, which offers a unique glimpse into electronic music history. The Foundation is working to preserve the entirety of this invaluable collection.

“We’re grateful to have Neotrope aboard to assist our efforts to educate children and archive, rescue and share Bob’s legacy,” stated Michelle Moog-Koussa, Executive Director of The Bob Moog Foundation. “Neotrope has done great work with many other charities and non-profits, and I look forward to working with them in widening the awareness of our efforts.”

“We’re honored in providing assistance for The Bob Moog Foundation, in both keeping alive Bob’s legacy in the music industry, but also in building educational and historical programs that showcase a unique music history,” said Neotrope CEO, Christopher Laird Simmons; a member of PRSA and ASCAP. “Bob was an inspiration to me and hopefully our efforts will, in some small way, help more people learn about the foundation’s archival and educational programs, as well as fundraising for the planned Moogseum.”

Additional information regarding the Neotrope 2011 PR Grants for U.S. charitable non-profits and grant recipients can be found at:
<https://www.send2press.com/non-profit/index.shtml> .

About Dr. Robert (Bob) Moog:

Bob Moog (rhymes with “vogue”) was an innovator in the world of electronic music for more than 50 years, expanding the boundaries of sonic expression and affecting the lives of musicians and music lovers around the globe. The invention of the Moog synthesizer in 1964 revolutionized almost every genre of music, offering performers new sonic possibilities in which to express their creativity. For some musicians, the synthesizer transformed their lives and work.

Learn more at: <http://moogfoundation.org/about/humble-visionary/> .

The Bob Moog Foundation was created to carry Bob’s impact forward – to pass it to future generations through three main initiatives:

- * MoogLab Student Outreach Program;
- * The Bob Moog Archive Preservation Initiative.
- * The Moogseum.

About The Bob Moog Foundation:

The Bob Moog Foundation (<http://moogfoundation.org/>) was created upon Bob's passing in August 2005. After witnessing the outpouring of thousands of testimonials from people around the world who had been touched by Bob's work, Bob's family and colleagues established the foundation to carry on his legacy.

The Foundation officially launched a year later in August 2006, and is based in Asheville, North Carolina. After volunteering her time as director for over a year, Michelle Moog-Koussa, Bob's third daughter became the full-time executive director in February of 2007. Over the course of the past four years, Michelle, the Board, and a team of dedicated volunteers have been leading the foundation to fulfill our goals of creating a Moogseum, preserving Bob's archive and bringing electronic music into the schools as a vehicle to teach children about science, music and innovation.

Over the past three years, we have been supported by donors around the world who are passionate about Bob Moog's legacy and by organizations throughout the music industry.

The Bob Moog Foundation is an independent non-profit organization which is not formally affiliated with Moog Music, Inc., the company that manufactures Moog® instruments. The Foundation's Board of Directors is Chaired by Bryan Bell, creator of Synthbank.com, music technologist, producer and sound engineer.

Student Outreach Program:

Our MoogLab Educational Outreach program uses the intuitive interface and sonic richness of Moog instruments and other electronic musical devices to teach children and adults the science behind the sounds of electronic music. MoogLab is central to our mission of educating and inspiring children and adults through the power and possibilities of electronic music and the intersection of music, science and innovation.

The Moogseum Project:

The future Bob Moog Museum, or Moogseum, to be located in Asheville, NC, is a planned state-of-the-art facility that will serve as the convergence of our goals, merging music, science and innovation. The Moogseum, which will house Bob's archive and serve as an educational, historical and cultural resource for Western North Carolina and the wider international music and science communities, will include:

- * Interactive Moog Legacy Timeline tracing Bob's life and work and the people involved who inspired him to innovate over his 50 year career;
- * Sonic exploration room filled with theremins, moogerfoogers, and synthesizers, including a giant modular wall, connecting people to the science behind the Moog sound;
- * Young Inventors' Lab inspiring children to innovate through music and science;

- * Live performance space to feature concerts, seminars and lectures highlighting the history and future of electronic music;
- * Archive Lab featuring Bob's digitized archives for access through a touch-screen interface.

The Moogseum will cost in excess of \$3 million to bring to fruition. The Bob Moog Foundation recently received a significant lead grant in the amount of \$600,000 from the Buncombe County Tourism Development Authority (BCTDA) for construction costs for the Moogseum. We are deeply grateful to them for this enthusiastic support of our hallmark project. Currently, we are seeking funding from several other sources to bring this project to fruition. Learn more: <http://moogfoundation.org/projects/the-moogseum/> .

About Neotrope:

Since 1983 Neotrope® has delivered services to raise organization awareness including brand identity, marketing, public relations (PR), and SEO services. Neotrope is also an entertainment publishing company involved in books, music, software, and online portals. The company pioneered the concept of search optimization of press release content back in 1997. Neotrope was an Inc. 5000 company in 2009. More information: www.Neotrope.com .

About Send2Press:

Send2Press® (a service of Neotrope) offers best-in-class affordable Direct-to-Editors™ news distribution to working print and broadcast media, online and social media, and deep into search engines using proprietary Neotrope ContextEngine™ technology. Send2Press is unique because it was the first newswire service with staff entirely comprised of accredited public relations professionals, published authors, working journalists, and marketing experts. Learn more about Send2Press at www.Send2Press.com .

All trademarks acknowledged.

News issued by: Neotrope



Send2Press® Newswire

Original Image: https://send2pressnewswire.com/image/11-0302-moogdfdn_72dpi.jpg

#

Original Story ID: (6748) :: 2011-03-0302-008

Original Keywords: MoogLab Student Outreach Program, public relations, non-profit pr grant, Neotrope, Christopher Simmons, Michelle Moog-Koussa, Moogseum, music education, electronic music, Asheville, North Carolina, Bryan Bell Neotrope Los Angeles California LOS ANGELES, Calif.

Alternate Headline: 2011 Non-Profit PR Grant given to The Bob Moog Foundation

NEWS ARCHIVE NOTE: this archival news content, issued by the news source via Send2Press Newswire, was originally located in the Send2Press® 2004-2015 2.0 news platform and has been permanently converted/moved (and redirected) into our 3.0 platform. Also note the story "reads" counter (bottom of page) does not include any data prior to Oct. 30, 2016. This press release was originally published/issued: Wed, 02 Mar 2011 23:33:25 +0000