

# Non-Profit PR Grants Program expanded to \$50K for 2012, now includes Internet Marketing Campaign for Grant Recipients

TORRANCE, Calif., Dec. 19, 2011 (SEND2PRESS NEWSWIRE) – Neotrope, a California based brand identity, internet marketing, and PR firm established in 1983, today announced it has expanded the deliverables of its 2012 Non-Profit PR Grants Program. All recipients of the 2012 program will now also receive up to \$2,500 in additional services; specifically free online text and banner advertising on Neotrope® News Network sites. This brings the dollar value of the grant to each chosen recipient to \$5,000, or \$50,000 total value in donated services for 2012.

“We’re again donating \$25,000 in free public relations and newswire services to worthy non-profit and charitable organizations to celebrate our 29th anniversary,” said Neotrope founder and CEO, Christopher Laird Simmons. “With this expansion, we’ve now added \$25,000 in online marketing services to the program for the first time. This new component gives the grant recipients far more visibility online by running their advertising in ROS campaigns on our news network; we will even create banners for the recipients if they don’t already have them.”

The Neotrope News Network includes news and entertainment portals like eNewsChannels.com. CaliforniaNewswire.com, MusicIndustryNewswire.com and many others, generating up to 10 million page views per month. The Neotrope News Network is being completely “rebooted” in 2012, and existing sites are being upgraded for a Q1/2012 brand re-launch, and integration of the PR grant recipient advertising is being integrated from the ground up during the redesign process.

Neotrope previously donated services as part of its Non-Profit PR Grants Program in 2011, 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. Neotrope’s Send2Press® Newswire service provides the online news dissemination component of the grants program for getting press releases in front of interested media.

Past recipients of the Non-Profit PR Grant Program include Children Awaiting Parents, Girls Write Now, Paws of Life Foundation, Special Equestrians, The Bob Moog Foundation, The Starlight Children’s Foundation, The Native Voices Foundation, World Savvy, and many others.

“Neotrope has played an important role in our success in the last couple years,” said Dana Mortenson, Executive Director, World Savvy. “The Neotrope PR Service Grant in 2009 was tremendously helpful in a critical year of our

growth. With Neotrope's help spreading the word for our youth engagement programs, we were able to engage more than 6,000 youth and 1,100 educators in our programs during the 2009-2010 school year."

"Neotrope has done more to raise our profile than we could have ever imagined, and we thoroughly enjoyed working with them," said Tammy Westney, Executive Director, Special Equestrians.

#### **How to Apply for 2012 Grant Program:**

Non-profit organizations may apply online through January 15, 2012. Organizations will be selected by January 30, 2012, and the amount donated to each selected non-profit will vary, but typically \$2,500 in PR services per recipient plus the additional online marketing/advertising component (total value approximately \$5,000 per recipient; this is not a cash grant). Two 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 15% service discount.

The 2012 Neotrope PR Grant application for U.S. based IRS recognized 501(c)3 charitable non-profits can be found at <http://www.Send2Press.com/non-profit/index.shtml>.

#### **About Neotrope:**

Since 1983, Neotrope ([www.neotrope.com](http://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, Medical Office Front Desk Pro, Monster, Nutraceuticals World, PCWorld, Produce Merchandising, and TrendWatch. He has written for a number of national print publications including Digital Imaging, Print on Demand Business, the Graphic Artists Guild newsletter, and he sold his first article in 1984 to Polyphony (now Electronic Musician). Other team members include accredited public relations professionals, working journalists and SEO experts.

#### **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.

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BETA Facebook page for Non-Profit PR Grants:

<http://www.facebook.com/pages/Non-Profit-PR-Grants/239374726130782> .

**Additional background information:**

Previous 2012 NonProfit PR Grants Announcement:

[https://send2pressnewswire.com/2011/11/15/s2p5475\\_210056.php](https://send2pressnewswire.com/2011/11/15/s2p5475_210056.php) .

2011 PR Grants Announcement:

[https://send2pressnewswire.com/2011/01/07/s2p4053\\_125309.php](https://send2pressnewswire.com/2011/01/07/s2p4053_125309.php) .

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 PR Grants announcement:

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

2000 PR Grants announcement:

[http://www.neotrope.com/text/news\\_PR\\_00-0802.shtml](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> .

News issued by: Neotrope



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