

# Neotrope Extends Deadline for 2012 Non-Profit PR Grants Program

LOS ANGELES, Calif., Jan. 11, 2012 (SEND2PRESS NEWSWIRE) – Neotrope, a California-based brand identity, internet marketing, and PR firm established in 1983, today announced an extension on the deadline for its 2012 PR Grant program for nonprofit orgs to January 31.

The company also recently announced it had 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(R) News Network sites – in addition to the news dissemination services portion of the grant. 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.

“Since several grant publications and sites didn’t get to mentioning our program until the first week of the new year, we decided to extend the application deadline from January 15th to the 31st,” said Neotrope founder and CEO, Christopher Laird Simmons. “We started this program more than 10 years ago, and we’re very glad to be able to continue helping worthy non-profit groups raise their awareness.”

Neotrope launched its Non-Profit PR Grant Program in 2000 and has provided discounted or free services to non-profits for almost 30 years. Neotrope’s Send2Press(R) Newswire service provides the 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.

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

Non-profit organizations may apply through January 31, 2012. Organizations will be selected by Feb. 6, 2012, and the amount donated to each selected non-profit will vary, but total value approximately \$5,000 per recipient (note, 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(R).

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(R) team is led by Christopher Laird Simmons, an award-winning

designer, photographer, musician, journalist, and digital artist. He is a member of the Public Relations Society of America (PRSA), and ASCAP. Simmons has been widely interviewed in print and broadcast, and has written for numerous national print publications. Other team members include accredited public relations professionals, working journalists and SEO experts.

Neotrope(R) is a registered trademark and service mark in the U.S. and Europe.

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