

Center for American Military Music Opportunities is Recipient of 2016 J.L. Simmons Non-Profit PR Grant

FORT BELVOIR, Va., March 25, 2016 (SEND2PRESS NEWSWIRE) – CAMMO, the Center for American Military Music Opportunities, today announced that it has been selected to receive the annual J.L. Simmons Non-Profit PR Grant for 2016. The Grant, launched in 2000 by Neotrope®, helps worthy causes raise visibility to media and public for the charity's good works.

With this commitment, Neotrope aligns itself with CAMMO's ongoing mission to provide military-specific music programs to help past and present service members suffering from neurological impairments such as traumatic brain injury and post-traumatic stress disorder (PTSD).

As part of this in-kind grant program, Neotrope is providing public relations (PR) solutions, news dissemination (through its Send2Press® Newswire service), online advertising, and social media marketing for CAMMO. This program is intended to help raise awareness of the 501(c)(3) non-profit to traditional media, to the public, as well as potential sponsors and donors, regarding their efforts.

"Returning service members and veterans face specific challenges and CAMMO provides a direction, specifically toward our military music community," explains Cathie Lechareas, Co-Founder/Executive Director CAMMO. "With the support of companies like Neotrope, we hope to further raise awareness about our programs. We appreciate Neotrope's commitment to helping us promote these efforts with this grant."

"We're honored to be helping CAMMO with their various charitable endeavors over the coming year," said Neotrope CEO, Christopher Laird Simmons; a member of PRSA and ASCAP. "CAMMO is unique in helping veterans interested in pursuing music industry careers in production, recording, management and other related music careers. As a lifelong musician myself, and ASCAP member, I think this is a truly wonderful cause and worthy of support."



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About CAMMO:

CAMMO (Center for American Military Music Opportunities) is a 501(c)(3) non-profit organization founded in 2009 by U.S. Navy veteran Cathie Lechareas and U.S. Army veteran Victor Hurtado that believes in the healing power of music. Run by veterans for veterans and active-duty service members, CAMMO provides military-specific music programs to help past and present service members suffering from neurological impairments such as traumatic brain injury and post-traumatic stress disorder (PTSD). CAMMO also develops military and veteran artists, technicians, writers and musicians at its CAMMO centers.

Through its Soundtrack to Recovery in-reach program, CAMMO brings certified music therapists, musicians and volunteers to hospital Residential Treatment Centers. And CAMMO's Guitars Revitalizing Our Warriors Through Healing (GROWTH) program encourages positivity, motivation and hope through full-spectrum guitar and music instruction. For more information about CAMMO, visit <http://www.cammomusic.org/>.

About the Non-Profit PR Grant:

The Non-Profit PR Grant™ program was originally launched in 2000 to help assist U.S. 501(c)(3) worthy causes to raise awareness, attract halo sponsors, and better connect with donors and volunteers. Other PR industry firms have since copied the name, but ours is the original.

Starting in 2013, the Grant was re-named after the company co-founder, the late Dr. J.L. Simmons, PhD, who passed away in 2003. Now the Neotrope PR Grant program is known as the "J.L. Simmons Non-Profit PR Grant."

With this cause-related marketing grant program, Neotrope has been honored to help many worthy causes in past years, including the Bob Moog Foundation, Camp Blue Skies, Children Awaiting Parents, Girls Write Now, Move for Hunger, National Inclusion Project, Pacific Pinball Museum, Special Equestrians,

Starlight Children's Foundation, World Savvy and dozens more (use of any org name does not imply endorsement).

Additional information regarding the Neotrope 2016 J.L. Simmons Non-Profit PR Grant program for U.S. charitable non-profits and grant recipients can be found at: <http://prgrants.com/> or on Facebook at <https://www.facebook.com/NonProfitPRGrants>.

About Neotrope:

Since 1983 Neotrope® has delivered services to raise organization awareness including brand identity, marketing, public relations (PR), web development and ecommerce, and Last Mile SEO™ services. Neotrope is also an entertainment publishing company involved in books, music, software, and online magazines. The company, co-founded by Dr. J.L. Simmons, and Christopher Laird Simmons, has been at the forefront of many communication and technology movements for over three decades. Neotrope was an Inc. 5000 company in 2009. More information: <http://Neotrope.com>.

*PHOTO for media: Send2Press.com/wire/images/16-0325-SoundtracktoRecovery-300dpi.jpg

*Photo Caption: Soundtrack to Recovery team Fort Belvoir, Va.

*LOGO: Send2Press.com/wire/images/16-0323-cammo-300dpi.jpg

Twitter: @CAMMO_Music @prgrants #prgrant @neotrope

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