

Center for Student Opportunity selected to receive 2013 Neotrope NonProfit PR Grant

BETHESDA, Md., May 29, 2013 (SEND2PRESS NEWSWIRE) – The Center for Student Opportunity (CSO) is pleased to announce it is one of this year's recipients of the 2013 Neotrope J.L. Simmons NonProfit PR Grant award. Neotrope® will provide PR (public relations) and cause-marketing support to the CSO over the next year to raise awareness around its education programs, events, and accomplishments.

This grant will assist CSO in their mission of creating tools and resources to help first-generation college students and their supporters navigate the college process, as well as their "I'm First" app and portal. CSO is also a winner of the College Knowledge Challenge, a grant sponsored by Bill & Melinda Gates Foundation, to fund app development in support of college access and completion. The grant is supporting the "I'm First" web app development and national launch in September 2013.

"We are so grateful for Neotrope's recognition of CSO's work in support of first-generation college students," said Matt Rubinoff, CSO's Executive Director. "We're an emerging organization but still a well-kept secret. Neotrope will be invaluable as we roll out 'I'm First' and work to grow public awareness and participation in our programs."

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

"We're honored to be providing assistance to such a worthy cause as the Center for Student Opportunity," said Neotrope CEO, Christopher Laird Simmons; a member of PRSA and ASCAP. "With their focus on helping students take a critical next step in learning, they seek to fill a gap in the education roadmap for first-generation college students."

About the Center for Student Opportunity:

Based in Bethesda, Maryland, Center for Student Opportunity (CSO) is a national 501(c)3 nonprofit organization empowering first-generation college students on the path to and through college. CSO creates tools and resources to help first-generation college students and their supporters navigate the college process and partners with colleges and universities across the country to promote and strengthen campus efforts supporting first-generation college students.

About I'm First:

CSO's newest initiative, "I'm First," is building an online community of support for first-generation college students. "I'm First" is collecting pledges and stories from first-generation college graduates – and students who will be – to inspire the next generation of students who will be first. In addition to showcasing first-generation college student stories, "I'm First" helps aspiring first-generation college students research colleges, ask questions and get answers, and find support and scholarships in their pursuit of college. Learn more at: <http://www.imfirst.org/> .

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 magazines. The company pioneered the concept of search optimization of press release content back in 1997 and has been at the forefront of many communication and technology movements for three decades. Neotrope was an Inc. 5000 company in 2009. More information: <http://www.Neotrope.com/> .

About the NonProfit PR Grants:

The NonProfit PR Grants™ 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.

For 2013, the Grant has been named after the company co-founder, the late Dr. J.L. Simmons, PhD, who passed away in 2003. Henceforth the Neotrope PR Grants will be 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 Camp Blue Skies, Children Awaiting Parents, Fresh Start Surgical Gifts, Girls Write Now, Move for Hunger, The Native Voices Foundation, The Pacific Pinball Museum, The Bob Moog Foundation, Special Equestrians, Starlight Children's Foundation, World Savvy and dozens more.

Grant recipients are selected by Neotrope/Send2Press staff based on qualified applications filled out and submitted by U.S. based non-profit orgs. Choices for grant "winners" are both subjective, and based on overall activities and actual need, as well as best fit for support from the marketing team.

Additional information regarding the Neotrope 2013 J.L. Simmons NonProfit PR Grant program for U.S. charitable non-profits and grant recipients can be found at: <https://www.send2press.com/non-profit/> and also <http://prgrants.com/> .

About Send2Press:

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

marketing experts. The service was spun-off of Neotrope's traditional PR services in 1999.

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