

National Inclusion Project Receives 2013 Neotrope Non-Profit PR Grant

CHARLOTTE, N.C., April 23, 2013 (SEND2PRESS NEWSWIRE) – The National Inclusion Project, co-founded by entertainer Clay Aiken, is pleased to announce it is one of 10 recipients for 2013 of Neotrope’s annual J.L. Simmons Non-Profit PR Grant award. With this commitment, Neotrope(R) will provide public relations (PR) and cause-marketing support to the National Inclusion Project over the next year to raise awareness around its programs and accomplishments.

This grant will assist the [National Inclusion Project](#) in their mission of bridging the gap that exists between young people with disabilities and the world around them. They partner with communities and programs to teach others how to be inclusive so that kids with and without disabilities can experience life-long benefits.

“We are grateful to have Neotrope help us raise awareness of the benefits of inclusion and to ensure that no child sits on the sidelines. Their services will be extremely helpful as we plan our [10th Anniversary Champions Gala](#), October 12th in Charlotte, N.C.,” says Tonya Gillham, Director of Development and Marketing for the National Inclusion Project.

As part of this in-kind grant program, Neotrope(R) is providing PR solutions, news dissemination (through its Send2Press(R) Newswire service), online advertising, and social media marketing for the National Inclusion Project. 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 their efforts.

“We’re honored to be providing assistance to such a worthy cause as the National Inclusion Project, in both sharing their successes and recognizing this milestone 10th anniversary year for their programs,” said Neotrope CEO, Christopher Laird Simmons; a member of PRSA and ASCAP. “As their name suggests, they have done an admirable job of bringing kids together, and helping to make safe spaces for children who may often feel left out of activities other kids take for granted. And by educating parents and families on the value of inclusion, they give all kids courage to share and grow and better understand that we’re all different, but we’re also all the same in so many ways. All of our staff thought this was a wonderful cause, and was top of our choices this year to support.”

About the National Inclusion Project:

The National Inclusion Project works every day to make the inclusion of children with disabilities a reality. By driving the movement for [social inclusion](#), children of all abilities learn and play together.

Children with disabilities and their peers who are typically developing, come together to participate in recreational activities such as swimming, arts and

crafts, community service, physical fitness and more. To date, the Project has partnered with over 200 programs nationally – including YMCAs, Boys & Girls Clubs, Girl Scouts, CampFire USA, etc. – and has impacted over 50,000 children.

For more information on the National Inclusion Project and to help ensure no child sits on the sidelines visit their website at <http://www.inclusionproject.org/> . To follow on Facebook, visit: <https://www.facebook.com/inclusionproject> .

About Neotrope:

Since 1983 Neotrope(R) 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 Non-Profit PR Grant:

The Non-Profit PR Grants(TM) 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 Non-Profit 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(R) (a service of Neotrope) offers best-in-class affordable Direct-to-Editors(TM) news distribution to working print and broadcast media, and to social media, with high visibility in search engines using proprietary Neotrope ContextEngine(TM) technology. Send2Press is unique because it was the first [multimedia 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. Learn more about Send2Press at <http://www.Send2Press.com/about/> .

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