

# Neotrope Extends Deadline for 2013 JL Simmons Non-Profit PR Grants for Worthy Causes

TORRANCE, Calif., Feb. 15, 2013 (SEND2PRESS NEWSWIRE) – Neotrope CEO Christopher L. Simmons announced a two week extension to today's deadline for worthy causes to apply for the company's annual Non-Profit PR Grants for 2013; the new deadline will be Feb. 28 at close of business.

"Due to the November elections and then 'superstorm' Sandy, we got a late start in promoting the grants this year," said Simmons, a member of ASCAP and the PRSA, and a working public relations pro since 1981. "In fact, some folks only learned about this year's program last week, due to the time delay in newsletters and other media reporting on the program this year. We've gotten more applications this week than the entire month of January."

For 2013, Ten U.S. based charitable non-profits will receive in-kind grants totaling \$50,000, including public relations, news dissemination and online marketing services, as part of the company's 30th anniversary.

The "Non-Profit 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.

Starting this year, the Grant has been named after the company co-founder, the late Dr. J.L. Simmons, PhD, who passed away in 2003, ten years ago. Henceforth the Neotrope PR Grants will be known as the "J.L. Simmons Non-Profit PR Grant" in his memory.

Each 2013 PR Grant recipient chosen from qualified applicants will receive free news distribution through Send2Press(R) Newswire, as well as free run-of-site advertising across the Neotrope News Network for 12 months (through March 2014); the combined value of in-kind services is approximately \$4,500+ per recipient.

Neotrope has been honored to help many worthy causes, including Camp Blue Skies, Children Awaiting Parents, Fresh Start Surgical Gifts, Girls Write Now, Move for Hunger, Pacific Pinball Museum, The Bob Moog Foundation, Starlight Children's Foundation, and dozens more.

More information about the grants, and a simple online application, can be found at: <http://prgrants.com/> . There is no entry fee, no reciprocal branding requirements or any other "shenanigans" often found with less altruistic programs.

## **About Neotrope:**

Neotrope(R), established January 1983 in California, USA, is a family-owned small business specializing in brand identity, advertising, marketing, SEO,

content development and public relations (PR). The creative team includes accredited PR pros (including PRSA members), working journalists, published authors, musicians, and other contributing talents. Neotrope was an Inc. 5000 listed company in 2009, and has an A+ rating with the BBB.

News distribution services will be provided by Send2Press(R) Newswire, a service of Neotrope.

### About Send2Press:

Send2Press(R) offers best-in-class affordable Direct-to-Editors(TM) 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(TM) 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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**Non-Profit PR Grants™**  
Annual PR Grants program from Neotrope® and Send2Press®

**J.L. Simmons Non-Profit PR Grant**

Thank you for your interest in our 2013 J.L. Simmons Non-Profit PR Grant program provided by Neotrope® and Send2Press® Newswire, which will benefit two worthwhile causes over the coming year.

[Learn More](#) [Press Release](#)

**Assisting Non-Profits to Raise Awareness**

Thank you for your interest in Neotrope's 2013 J.L. Simmons Non-Profit PR Grant program. Launched in 2000, this grants program is intended to assist nonprofit organizations to raise awareness of their efforts with traditional and online media, attract fund-sponsors, and better connect with donors. The 2013 PR Grant includes free PR (public relations) services and national online advertising for each chosen recipient with an approximate total value per grant of \$2,500 to \$4,500 (cash fee to learn more).

[Read More](#)

**INFORMATION**

- 2013 PR Grants Program Overview
- 2013 PR Grant Recipients
- Neotrope's Non-Profit Recipients
- About Neotrope
- Neotrope Statement
- Privacy Statement

**Send2Press® Newswire**

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