

The C Diff Foundation Selected to Receive JL Simmons NonProfit PR Grant for 2016

NEW PORT RICHEY, Fla., March 31, 2016 (SEND2PRESS NEWSWIRE) – The C Diff Foundation announces that it has been selected to receive the annual J.L. Simmons NonProfit PR Grant for 2016. Each year the PR Grant, launched in 2000 by Neotrope, helps selected worthy causes raise visibility to media and public for the charity's good works.

“Nearly half a million Americans suffer from Clostridium difficile (C. diff.) infections in a single year. With annual fatalities close to 29,000 a year, it's a global problem that affects every community,” explains Nancy Caralla, Executive Director and Founder of the C Diff Foundation. “With the support of companies like Neotrope, we can further raise C. diff. awareness and save lives worldwide.”

With this commitment, Neotrope® aligns itself with the C Diff Foundation to help awareness through education about research being conducted by the government, industry, and academia; and better advocacy on behalf of patients, healthcare professionals, and researchers worldwide working to address the public health threat posed by this devastating infection.

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 the C Diff Foundation. This program is intended to help raise awareness of the 501(c)(3) nonprofit to traditional media, to the public, as well as potential sponsors and donors, regarding their efforts.

“We're honored to be helping the C Diff Foundation with their health-oriented charitable endeavors over the coming year,” said Neotrope CEO, Christopher Laird Simmons; a member of PRSA and ASCAP. “The C Diff Foundation now speaks for the thousands of patients within the United States who are diagnosed with a C. diff. infection each year.”

About the C Diff Foundation:

The C Diff Foundation is a nonprofit 501(c)(3) organization, established in 2012 and dedicated at supporting public health through education and advocating for C. difficile infection (CDI) prevention, treatments, and environmental safety worldwide. The Foundation's founder is a nurse and after suffering through C. difficile infections herself and witnessing the loss of her father, whose life was claimed by C. difficile involvement, the C Diff Foundation came to fruition.

The C Diff Foundation, with their Volunteer Patient Advocates, successfully “Raise C. diff. Awareness” nationwide and in 38 countries, and host a Nationwide information Hot-Line (1-844-FOR-CDIF) which also supports health

care providers and patients to manage through the difficulties of a C. diff. infection. Learn more at: <http://cdifffoundation.org/>.

About the NonProfit PR Grant:

The NonProfit 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 NonProfit 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 NonProfit PR Grant program for U.S. charitable nonprofits 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>.

* IMAGE for media: Send2Press.com/wire/images/15-1022-cdiff-ribbons-300dpi.jpg

* LOGO for media: Send2Press.com/wire/images/15-0723-cdiff-fdn-300dpi.jpg

Twitter: @cdiffFoundation #cdiff2015 @prgrants #prgrant

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