



FOR IMMEDIATE RELEASE:

Neotrope 'Adopts' Starlight Children's Foundation™ and Provides its Public Relations Services Pro Bono

LOS ANGELES, Calif., July 1, 2010 (SEND2PRESS NEWSWIRE) -- Neotrope and its Send2Press service are honored to make Starlight Children's Foundation its premier "Adopted" charity program recipient. With this commitment, Neotrope aligns itself with Starlight's mission to help seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. As part of this adoption program, Neotrope is providing PR solutions, news dissemination, and search marketing for Starlight to help raise awareness to both media and the public regarding Starlight programs, partners and other activities.

In 2009, Starlight was also a recipient of Neotrope's PR Grants program. Neotrope/Send2Press is also promoting Starlight to its customers and other partners in order to bring additional resources together to help Starlight widen its awareness in the small to medium business space.

"Although Starlight is well known in certain US markets, I often say that Starlight is still a well-kept secret to most Americans," says Paula Van Ness, CEO of Starlight. "Through its grant program in 2009, Neotrope already made great strides for us in the awareness arena. But since they have adopted us on an ongoing basis, it gives me great hope that Starlight will soon become a household name."

"We've been honored the past two years in providing promotional services for Starlight, in order to help them raise awareness for their good works," said Neotrope CEO, Christopher Laird Simmons; a member of PRSA and ASCAP. "With all of the crises in the world, we have to remember that children and families are still the beating heart of everything that truly matters in this country. Hopefully our efforts have, and will, in some small part help more people learn about Starlight and their wonderful programs."

About Neotrope:

Since 1983 Neotrope has provided affordable targeted news dissemination Direct-to-Editors™, professional press release writing, and agency of record services to small and medium businesses, along with services like photography, graphic design, Web development/hosting, and search engine optimization and marketing. The company pioneered the concept of search optimization of press release content back in 1997. All Neotrope/Send2Press staff are accredited public relations (PR) professionals and/or working journalists.

Neotrope is a member of the Better Business Bureau (BBB) and BBBOnLine Program; a member of GS1 (formerly Uniform Code Council) and can generate barcodes; is listed with Bowker for ISBNs; is listed with the RIAA for ISRCs; and was an INC. 5000 company in 2009. Neotrope is a registered trademark in the U.S. and other countries.

Additional information regarding adoption programs for charity/nonprofits can be found at:

<http://send2press.com/nonprofit.shtml> .

About Send2Press:

Celebrating its 10th anniversary in 2010, Send2Press® (a service of Neotrope) offers best-in-class affordable news distribution directly to working print and broadcast media, but also online and social media, and deep into search engines using proprietary Neotrope ContextEngine® technology. Send2Press is unique because it was the first newswire service with staff entirely comprised of accredited public relations professionals, published authors, working journalists, and marketing experts. Learn more about Send2Press® at www.Send2Press.com.

About Starlight Children's Foundation:

When a child or teenager has a serious medical condition, everyone in the family is affected. For more than 25 years, Starlight Children's Foundation™ has been dedicated to helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. Starlight's programs have been proven to distract children from their pain, help them better understand and manage their illnesses, and connect families facing similar challenges so that no one feels alone. Through a network of chapters and offices, Starlight provides ongoing support to children, parents and siblings in all U.S. states and Canadian provinces with an array of outpatient, hospital-based and Web offerings. Programs are also delivered internationally through affiliates in Australia, Japan and the United Kingdom. To learn more visit www.starlight.org.

MEDIA ONLY CONTACTS:

Melanie Parga

Communications Manager

Starlight Children's Foundation

Melanie.Parga@starlight.org

+1-323-556-3315

Christopher Laird Simmons

CEO, Neotrope

+1-310-373-4856