



FOR IMMEDIATE RELEASE:

Starlight Children's Foundation is Recipient of 2011 Non-Profit PR Grant Program

LOS ANGELES, Calif., Feb. 4, 2011 (SEND2PRESS NEWSWIRE) -- Neotrope and its Send2Press service are honored to make Starlight Children's Foundation its first chosen recipient for 2011 of its semi-annual Non-Profit PR Grant Program. 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 grant 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 and 2010, 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.

"We appreciate all that Neotrope has done for Starlight through its Non-Profit PR Grant programs," says Jacqueline Hart-Ibrahim, CEO of Starlight. "We have been able to build awareness, and with Neotrope's ongoing help, I am certain that Starlight will continue to make great strides toward becoming a household name."

"We've been honored the past couple of years in providing promotional services for Starlight, in order to help raise awareness for its good work with kids and families," said Neotrope CEO, Christopher Laird Simmons; a member of PRSA and ASCAP. "Hopefully our efforts have, and will continue, in some small part to help more people learn about Starlight and its wonderful programs for families dealing with health crises."

Additional information regarding the 2011 PR Grants for U.S. charitable non-profits can be found at: <http://www.Send2Press.com/non-profit/index.shtml>.

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(TM) 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 <http://www.starlight.org>.

An electronic press kit for Starlight can be found online at: <http://www.starlight.org/epk/>.

About Neotrope:

Since 1983 Neotrope(R) has delivered services to raise organization awareness including brand identity, marketing, public relations, and SEO services. Neotrope is also an entertainment publishing company involved in books, music, software, and online portals. The company pioneered the concept of search optimization of press release content back in 1997. Neotrope was an Inc. 5000 company in 2009. More information: <http://Neotrope.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, online and social media, and deep into search engines using proprietary Neotrope ContextEngine(TM) 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 <http://Send2Press.com> .

NEWS SOURCE: Neotrope

Send2Press(R) Newswire is the originating wire service for this story, issued on behalf of the news source.

# # #

// RELEASE END //

MEDIA ONLY CONTACT(S):

[ contact info below not for publication online or in print ]

Christopher Simmons  
Neotrope  
+1-310-373-4856  
media @ neotrope.com

//Notes to editors:

\* Interviews and print ready images available on request from above media contact(s).

\* Plain Text Copy (UTF-8) of this press release:  
<http://Send2PressNewswire.com/mediadrome/2011-02-0204-002.txt>

\* Release in PDF (plain text):  
[http://Send2PressNewswire.com/mediadrome/news\\_2011-02-0204-002.pdf](http://Send2PressNewswire.com/mediadrome/news_2011-02-0204-002.pdf)