



FOR IMMEDIATE RELEASE

Contact:

Julia Halloran 301-585-5034 x117
julia@cfoxcommunications.com

C.Fox Communications Announces Call for Entries in 2012 *it* Award

Award, now in its third year, will grant one nonprofit \$30,000 in pro bono services with the agency

SILVER SPRING, MD (February 1, 2012)– With any new year comes a renewed focus on being better. For organizations, it's a time to take a new look at old challenges, and recommit to missions with a fresh perspective – if only that recommitment came along with more time, more resources, and a larger budget.

For one special nonprofit, that will, in fact, be the case.

Starting today, C.Fox Communications is accepting applications for its third annual *inspired thought* Award (the *it* Award): up to \$30,000 worth of pro bono public relations services for the most worthy applicant. Services offered through the award can include: strategy, writing/messaging, media relations, branding, and social media.

“At C.Fox we know that there are a vast number of organizations that do incredible work, but whose limited budgets prevent them from taking their story to the next level,” said Carrie Fox, President of C.Fox Communications. “Through the *it* Award, we recognize the good works of one nonprofit each year by collaborating with them to strengthen their communications – internal, external, or both – in creative ways.”

To win the 2012 *it* Award, a nonprofit must demonstrate a mission-driven nature to its work and a particular need for public relations services.

“Not only does the award give the winning nonprofit the opportunity to work with our creative and talented staff, it also allows our agency an opportunity to stay centered on our purpose, which is to serve mission-driven organizations with smart approaches to communications challenges,” said Fox.

The application for the *it* Award along with completion instructions and submission information can be found at www.cfoxcommunications.com/probono. All United States-based nonprofits are eligible to apply. The deadline for submissions is February 29, 2012 and there is no entry fee. The organization who wins the *it* Award will have the opportunity to redeem services between April and December of 2012. The winner will be announced on April 2, 2012.

This is the third year for the C.Fox Communications *it* Award. Previous winners include the [National Center for Victims of Crime](#) and [N Street Village](#).

About C.Fox Communications:

C.Fox Communications is a small, award-winning woman-owned business based in Silver Spring, MD which serves mission-driven organizations through the development and implementation of smart PR and marketing strategies that increase awareness, drive business growth and deliver client stories in a memorable way. Since April 2004, C.Fox Communications has been providing public relations and marketing services to a range of organizations in a variety of industries including environmental, education, health and wellness, and child and youth services, as well as membership associations, embassies, and international non-governmental organizations. The agency is also listed as an approved vendor by the General Services Administration (GSA) to serve executive agencies, federal government agencies and other specially classified organizations. Learn more about C.Fox Communications at www.cfoxcommunications.com or follow the agency on Twitter [@cfoxcomm](#).

###